

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 29, 1978

NIELSEN AVERAGE AUDIENCE

| HOUSEHOLDS | | | | TOTAL PERSONS (2+) | | | |
|------------|------------------------------|-----------|-----------|--------------------|------------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | | RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) | | | % U.S. | NO. (000) |
| 1 | WORLD SERIES GAME #6(S) | 35.9 | 26,750 | 1 | WORLD SERIES GAME #6(S) | 24.7 | 50,600 |
| 2 | THREE'S COMPANY | 27.5 | 20,490 | 2 | LAVERNE AND SHIRLEY | 21.9 | 44,890 |
| 3 | LITTLE HOUSE-PRAIRIE | 27.4 | 20,410 | 3 | MORK & MINDY# | 21.3 | 43,550 |
| 4 | LAVERNE AND SHIRLEY | 26.6 | 19,820 | 4 | HAPPY DAYS | 21.1 | 43,170 |
| 5 | LIKE MOM, LIKE ME(S) | 26.1 | 19,440 | 5 | THREE'S COMPANY | 20.7 | 42,320 |
| 6 | HAPPY DAYS | 26.0 | 19,370 | 6 | LITTLE HOUSE-PRAIRIE | 20.3 | 41,480 |
| 7 | ALL IN THE FAMILY# | 25.9 | 19,300 | 7 | BATTLESTAR: GALACTICA | 19.6 | 40,120 |
| 8 | MORK & MINDY# | 25.6 | 19,070 | 8 | BUGS BUNNY HOWL-OWEEN SPL(S) | 19.3 | 39,530 |
| 9 | ALICE# | 25.1 | 18,700 | 9 | FAT ALBERT HALLOWEEN SPCL(S) | 19.1 | 39,080 |
| 10 | 60 MINUTES | 24.8 | 18,480 | 10 | ALL IN THE FAMILY# | 18.8 | 38,530 |
| 11 | GRASS-GREENER-SEPTIC TANK(S) | 23.9 | 17,810 | 11 | ALICE# | 18.7 | 38,170 |
| 12 | CHARLIE'S ANGELS | 23.6 | 17,580 | 12 | RESCUE-GILLIGAN'S ISLAND(S) | 18.1 | 37,080 |
| 13 | ALL IN THE FAMILY# | 23.1 | 17,210 | 13 | LIKE MOM, LIKE ME(S) | 18.0 | 36,900 |
| 13 | TAXI | 23.1 | 17,210 | 14 | BARNEY MILLER# | 17.2 | 35,170 |
| 15 | BARNEY MILLER# | 23.0 | 17,140 | 15 | CHIPS# | 17.1 | 35,070 |
| 16 | BUGS BUNNY HOWL-OWEEN SPL(S) | 22.9 | 17,060 | 16 | CHARLIE'S ANGELS | 16.8 | 34,390 |
| 17 | ALICE# | 22.6 | 16,840 | 17 | GRASS-GREENER-SEPTIC TANK(S) | 16.4 | 33,610 |
| 17 | NFL FOOTBALL SPECIAL(S) | 22.6 | 16,840 | 18 | TAXI | 15.9 | 32,620 |
| 19 | FAT ALBERT HALLOWEEN SPCL(S) | 22.5 | 16,760 | 19 | ABC SUNDAY NIGHT MOVIE | 15.9 | 32,550 |
| 20 | BATTLESTAR: GALACTICA | 22.1 | 16,460 | 20 | ALL IN THE FAMILY# | 15.9 | 32,440 |
| 20 | M*A*S*H | 22.1 | 16,460 | 21 | 60 MINUTES | 15.7 | 32,090 |
| 20 | ONE DAY AT A TIME | 22.1 | 16,460 | | | | |

| WOMEN (18+) | | | |
|-------------|------------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) |
| 1 | WORLD SERIES GAME #6(S) | 24.9 | 19,400 |
| 2 | LITTLE HOUSE-PRAIRIE | 23.6 | 18,420 |
| 3 | ALL IN THE FAMILY# | 23.2 | 18,110 |
| 4 | THREE'S COMPANY | 23.2 | 18,100 |
| 5 | LIKE MOM, LIKE ME(S) | 22.6 | 17,620 |
| 6 | LAVERNE AND SHIRLEY | 22.6 | 17,600 |
| 7 | ALICE# | 22.4 | 17,450 |
| 8 | ALL IN THE FAMILY# | 21.1 | 16,460 |
| 9 | HAPPY DAYS | 21.0 | 16,400 |
| 10 | GRASS-GREENER-SEPTIC TANK(S) | 20.8 | 16,220 |
| 11 | ALICE# | 20.4 | 15,930 |
| 12 | MORK & MINDY# | 20.0 | 15,590 |
| 13 | BARNEY MILLER# | 19.6 | 15,330 |
| 14 | 60 MINUTES | 19.6 | 15,270 |
| 15 | TAXI | 19.4 | 15,150 |
| 16 | CHARLIE'S ANGELS | 18.7 | 14,590 |
| 17 | LOVE BOAT | 18.4 | 14,360 |
| 18 | M*A*S*H | 18.2 | 14,170 |
| 18 | NBC MONDAY NIGHT MOVIES | 18.2 | 14,170 |

| MEN (18+) | | | |
|-----------|-----------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) |
| 1 | WORLD SERIES GAME #6(S) | 32.8 | 22,980 |
| 2 | NFL MONDAY NIGHT FOOTBALL | 20.3 | 14,230 |
| 3 | ALL IN THE FAMILY# | 19.8 | 13,890 |
| 4 | ABC SUNDAY NIGHT MOVIE | 19.8 | 13,850 |
| 5 | NFL FOOTBALL SPECIAL(S) | 19.6 | 13,770 |
| 6 | BATTLESTAR: GALACTICA | 19.3 | 13,530 |
| 7 | 60 MINUTES | 18.9 | 13,260 |
| 8 | ALICE# | 18.7 | 13,120 |
| 9 | WORLD SERIES PRE #6(S) | 18.1 | 12,670 |
| 10 | MORK & MINDY# | 17.3 | 12,100 |
| 11 | RESCUE-GILLIGAN'S ISLAND(S) | 17.1 | 12,020 |
| 12 | BARNEY MILLER# | 16.6 | 11,620 |
| 13 | NFL FOOTBALL GAME 2-NBC | 16.5 | 11,560 |
| 14 | LITTLE HOUSE-PRAIRIE | 16.4 | 11,530 |
| 15 | CENTENNIAL# | 16.0 | 11,240 |
| 16 | LIKE MOM, LIKE ME(S) | 16.0 | 11,230 |
| 17 | ALL IN THE FAMILY# | 15.9 | 11,150 |
| 18 | CHIPS# | 15.7 | 10,990 |
| 19 | ALICE# | 15.5 | 10,890 |
| 20 | THREE'S COMPANY | 15.4 | 10,790 |

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 29, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | LAVERNE AND SHIRLEY | 26.7 | 12,950 |
| 2 | THREE'S COMPANY | 25.9 | 12,550 |
| 3 | HAPPY DAYS | 25.0 | 12,120 |
| 4 | MORK & MINDY# | 25.0 | 12,090 |
| 5 | GRASS-GREENER-SEPTIC TANK(S) | 22.7 | 10,980 |
| 6 | BARNEY MILLER# | 22.4 | 10,860 |
| 7 | TAXI | 21.9 | 10,580 |
| 8 | WORLD SERIES GAME #6(S) | 21.7 | 10,530 |
| 9 | BATTLESTAR: GALACTICA | 21.5 | 10,400 |
| 10 | SOAP# | 20.6 | 9,990 |
| 11 | M*A*S*H | 20.5 | 9,950 |
| 12 | ABC SUNDAY NIGHT MOVIE | 20.3 | 9,810 |
| 13 | LITTLE HOUSE-PRAIRIE | 20.0 | 9,670 |
| 14 | LIKE MOM, LIKE ME(S) | 19.4 | 9,370 |
| 15 | ALICE# | 19.2 | 9,310 |
| 16 | ONE DAY AT A TIME | 19.0 | 9,200 |
| 17 | LOU GRANT | 18.6 | 9,030 |
| 18 | CHARLIE'S ANGELS | 18.5 | 8,940 |

WOMEN 55+

| RANK | PROGRAM | AUDIENCES | |
|------|--------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | ALL IN THE FAMILY# | 31.8 | 7,500 |
| 2 | ALL IN THE FAMILY# | 31.5 | 7,430 |
| 3 | ALICE# | 30.7 | 7,240 |
| 4 | LITTLE HOUSE-PRAIRIE | 30.3 | 7,140 |
| 5 | WORLD SERIES GAME #6(S) | 29.4 | 6,940 |
| 6 | 60 MINUTES | 27.2 | 6,420 |
| 7 | WALTONS | 27.0 | 6,370 |
| 8 | ALICE# | 26.3 | 6,210 |
| 9 | LIKE MOM, LIKE ME(S) | 24.8 | 5,860 |
| 10 | GRANDPA GOES-WASHINGTON# | 23.2 | 5,470 |
| 11 | BIG EVENT# | 23.1 | 5,450 |
| 12 | HAWAII FIVE-O | 22.3 | 5,270 |
| 13 | WORLD SERIES PRE #6(S) | 19.8 | 4,680 |
| 14 | CENTENNIAL# | 19.7 | 4,640 |
| 15 | LOVE BOAT | 19.6 | 4,630 |
| 16 | BIG EVENT-TUE.# | 19.2 | 4,520 |
| 17 | BARNABY JONES | 18.4 | 4,350 |
| 18 | ROCKFORD FILES | 17.7 | 4,180 |

MEN 18-49

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | WORLD SERIES GAME #6(S) | 27.4 | 12,640 |
| 2 | BATTLESTAR: GALACTICA | 25.2 | 11,590 |
| 3 | ABC SUNDAY NIGHT MOVIE | 23.5 | 10,810 |
| 4 | MORK & MINDY# | 20.5 | 9,440 |
| 5 | NFL MONDAY NIGHT FOOTBALL | 20.3 | 9,330 |
| 6 | NFL FOOTBALL SPECIAL(S) | 19.0 | 8,760 |
| 7 | RESCUE-GILLIGAN'S ISLAND(S) | 18.5 | 8,500 |
| 8 | BARNEY MILLER# | 17.5 | 8,050 |
| 8 | LAVERNE AND SHIRLEY | 17.5 | 8,050 |
| 10 | SOAP# | 16.8 | 7,720 |
| 11 | THREE'S COMPANY | 16.5 | 7,620 |
| 12 | NFL FOOTBALL GAME 2-NBC | 16.0 | 7,370 |
| 13 | HAPPY DAYS | 15.9 | 7,310 |
| 14 | M*A*S*H | 15.2 | 7,020 |
| 15 | MOVIE OF THE WEEK(S) | 15.2 | 6,980 |
| 16 | 60 MINUTES | 14.8 | 6,830 |
| 17 | ALL IN THE FAMILY# | 14.5 | 6,670 |
| 17 | WORLD SERIES PRE #6(S) | 14.5 | 6,670 |
| 19 | WONDERFUL WORLD OF DISNEY# | 14.5 | 6,660 |
| 20 | GRASS-GREENER-SEPTIC TANK(S) | 14.4 | 6,620 |
| 21 | CBS NFL FOOTBALL GAME 1 | 14.3 | 6,580 |

MEN 55+

| RANK | PROGRAM | AUDIENCES | |
|------|---------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | WORLD SERIES GAME #6(S) | 42.7 | 7,900 |
| 2 | ALL IN THE FAMILY# | 30.5 | 5,650 |
| 3 | 60 MINUTES | 27.6 | 5,100 |
| 4 | ALL IN THE FAMILY# | 27.4 | 5,070 |
| 5 | ALICE# | 27.1 | 5,020 |
| 6 | ALICE# | 26.3 | 4,860 |
| 7 | LITTLE HOUSE-PRAIRIE | 25.4 | 4,700 |
| 8 | WORLD SERIES PRE #6(S) | 24.6 | 4,550 |
| 9 | BIG EVENT# | 22.2 | 4,110 |
| 10 | GRANDPA GOES-WASHINGTON# | 21.1 | 3,910 |
| 11 | CENTENNIAL# | 20.9 | 3,870 |
| 11 | NFL FOOTBALL SPECIAL(S) | 20.9 | 3,870 |
| 13 | WALTONS | 20.4 | 3,770 |
| 14 | DALLAS# | 20.0 | 3,700 |
| 15 | NFL MONDAY NIGHT FOOTBALL | 19.6 | 3,630 |
| 16 | CHIPS# | 19.4 | 3,580 |
| 17 | BARNABY JONES | 19.0 | 3,510 |
| 17 | HAWAII FIVE-O | 19.0 | 3,510 |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|-------------------|-----------------------|------------|-----|-----|------|------|------|-----|--|-----------------|---------|------------------------------------|--------------------|--------------------------|------|---|-------|-------|----------|----------|---------|-------|-------|-------|-------|----------|----------|--------------------------|----------------------------|------|------|------|------|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | Y | | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | |
| *EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC | FRIDAY NIGHT MOVIE | | | | | 4 | 191 | 179 | | A 15.3 | 28 | 1140 | 1679 | 795 | 332 | | 891 | 354 | 591 | 485 | 92^218 | | 517 | 183 | 314 | 295 | 67^148 | 139 | 95^ | 132 | 90^ | | |
| | FRI. | 9.00P | 120 | ABC | FF | 98 | 95 | | | B 17.5 | 31 | 1304 | 1800 | 739 | 337 | | 835 | 382 | 598 | 466 | 96 | 180 | | 546 | 233 | 382 | 340 | 63 | 112 | 182 | 119 | 237 | 169 |
| | 9.00 - 9.30 | | | | | | | | | A 16.1 | 29 | 1199 | 1714 | 814 | 313 | | 904 | 341 | 571 | 476 | 100^251 | | 504 | 161 | 283 | 280 | 68^163 | 156 | 103 | 150 | 97^ | | |
| | 9.30 - 10.00 | | | | | | | | | A 15.1 | 26 | 1125 | 1691 | 800 | 329 | | 896 | 352 | 585 | 477 | 98^225 | | 519 | 179 | 316 | 304 | 59^142 | 141 | 92^ | 135 | 86^ | | |
| | 10.00 - 10.30 | | | | | | | | | A 15.0 | 28 | 1118 | 1611 | 769 | 322 | | 873 | 362 | 593 | 482 | 82^198 | | 511 | 187 | 319 | 305 | 67^135 | 126 | 91^ | 101^ | 69^ | | |
| | 10.30 - 11.00 | | | | | | | | | A 14.9 | 29 | 1110 | 1696 | 802 | 364 | | 897 | 366 | 621 | 511 | 84^196 | | 532 | 203 | 335 | 297 | 74^149 | 130 | 92^ | 137 | 108^ | | |
| ABC | NEWSBRIEF-M-F | | | | | 34 | 181 | 179 | | A 18.0 | 28 | 1341 | 1899 | 737 | 291 | | 809 | 344 | 535 | 450 | 103 | 209 | | 575 | 220 | 353 | 308 | 83 | 174 | 200 | 105 | 315 | 216 |
| | M & F | 8.58P | | 1 | ABC | N | 94 | 93 | | B 19.5 | 31 | 1453 | 1898 | 715 | 279 | | 790 | 361 | 539 | 438 | 91 | 190 | | 614 | 271 | 398 | 330 | 92 | 167 | 215 | 118 | 279 | 193 |
| | 1 TU-TH | 9.58P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 TU & W | 9.58P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 THU. | 8.28P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC | NEWSBRIEF-SAT. | | | | | 7 | 188 | 189 | | A 18.6 | 33 | 1386 | 1994 | 806 | 327 | | 910 | 331 | 575 | 500 | 116 | 256 | | 648 | 260 | 403 | 377 | 86^169 | 127 | 54^ | 309 | 213 | |
| | SAT. | 9.58P | | 1 | ABC | N | 96 | 96 | | B 19.2 | 35 | 1430 | 1915 | 755 | 286 | | 831 | 298 | 521 | 475 | 111 | 238 | | 602 | 213 | 360 | 349 | 90 | 186 | 165 | 87 | 317 | 231 |
| ABC | NEWSBRIEF-SUN. | | | | | 7 | 192 | 190 | | A 19.4 | 28 | 1445 | 2369 | 609 | 264 | | 723 | 422 | 607 | 443 | 61^90 | | 796 | 464 | 687 | 573 | 43^62^ | 301 | 114 | 549 | 371 | | |
| | SUN. | 8.58P | | 1 | ABC | N | 96 | 96 | | B 19.7 | 30 | 1468 | 2294 | 681 | 287 | | 767 | 452 | 624 | 454 | 62 | 104 | | 723 | 411 | 606 | 489 | 51 | 78 | 286 | 124 | 518 | 360 |
| ABC | SUNDAY NIGHT MOVIE | | | | | 6 | 197 | 195 | | A 22.0 | 35 | 1639 | 1986 | 674 | 349 | | 767 | 373 | 600 | 452 | 76^122 | | 846 | 444 | 659 | 562 | 80 | 132 | 223 | 78 | 150 | 111 | |
| | 1 SUN. | 9.00P | 138 | ABC | FF | 99 | 99 | | | B 22.7 | 35 | 1691 | 2047 | 700 | 353 | | 798 | 428 | 632 | 492 | 61 | 108 | | 776 | 407 | 616 | 524 | 72 | 105 | 265 | 101 | 208 | 151 |
| | 2 SUN. | 9.00P | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 9.00 - 9.30 | | | | | | | | | A 21.4 | 32 | 1594 | 2120 | 675 | 347 | | 782 | 392 | 619 | 468 | 83 | 123 | | 826 | 441 | 655 | 555 | 83 | 123 | 245 | 96 | 267 | 186 |
| | 9.30 - 10.00 | | | | | | | | | A 22.1 | 33 | 1646 | 2100 | 684 | 350 | | 796 | 393 | 628 | 468 | 78 | 126 | | 867 | 475 | 695 | 590 | 75 | 119 | 248 | 101 | 189 | 130 |
| | 10.00 - 10.30 | | | | | | | | | A 22.7 | 36 | 1691 | 1979 | 677 | 343 | | 762 | 368 | 591 | 449 | 71^121 | | 873 | 457 | 679 | 584 | 81 | 137 | 218 | 76 | 126 | 98 | |
| | 10.30 - 11.00 | | | | | | | | | A 21.7 | 37 | 1617 | 1853 | 688 | 351 | | 765 | 369 | 587 | 448 | 74^122 | | 839 | 420 | 637 | 548 | 87 | 143 | 179 | 58^ | 70^ | 64^ | |
| ABC | WORLD NEWS TONIGHT | | | | | 20 | 197 | 194 | | A 9.0 | 19 | 671 | 1675 | 742 | 272 | | 814 | 286 | 460 | 417 | 109 | 283 | | 611 | 219 | 338 | 325 | 97 | 221 | 88^ | 36^ | 162 | 82^ |
| | M-F | 6.30P | 30 | ABC | N | 99 | 98 | | | B 9.1 | 19 | 678 | 1626 | 698 | 233 | | 777 | 255 | 414 | 371 | 107 | 291 | | 610 | 206 | 325 | 319 | 104 | 233 | 92 | 43 | 147 | 78 |
| ABC | WRLD NEWS TONIGHT-SAT | | | | | 2 | 114 | | | A 5.1 | 11 | 380 | 1758 | 619^139^ | | | 803 | 360^ | 571^404^ | 105^214^ | | | | 666 | 174^ | 322^382^ | 170^284^ | 94^ | 18^ | 195^ | 73^ | | |
| | 2 SAT. | 6.30P | 30 | ABC | N | 67 | | | | B 3.7 | 8 | 276 | 1658 | 577 | 147 | | 707 | 276 | 471 | 356 | 91 | 221 | | 571 | 155 | 302 | 343 | 118 | 224 | 64 | LT | 316 | 192 |
| ALICE | | | | | | 5 | 193 | | | A 25.1 | 37 | 1870 | 2041 | 861 | 376 | | 933 | 258 | 498 | 488 | 110^330 | | 700 | 176 | 351 | 388 | 131^259 | 202 | 98^ | 206 | 140 | | |
| | 1 SUN. | 8.30P | 30 | CBS | CS | 99 | | | | B 21.9 | 32 | 1632 | 1915 | 840 | 349 | | 901 | 271 | 484 | 477 | 124 | 323 | | 657 | 190 | 343 | 343 | 115 | 245 | 166 | 91 | 191 | 134 |
| ALICE | | | | | | 1 | 190 | | | A 22.6 | 33 | 1684 | 1884 | 793 | 273 | | 946 | 232 | 430 | 390 | 151 | 430 | | 646 | 135^ | 273 | 328 | 111^298 | 142^ | 72^ | 150 | 120^ | |
| | 2 SUN. | 8.30P | 30 | CBS | CS | 98 | | | | B 22.6 | 33 | 1684 | 1884 | 793 | 273 | | 946 | 232 | 430 | 390 | 151 | 430 | | 646 | 135 | 273 | 328 | 111 | 298 | 142 | 72 | 150 | 120 |
| ALL IN THE FAMILY | | | | | | 5 | 193 | | | A 25.9 | 39 | 1930 | 1996 | 860 | 355 | | 938 | 218 | 449 | 455 | 126 | 383 | | 721 | 176 | 346 | 365 | 142 | 294 | 172 | 78^ | 165 | 115^ |
| | 1 SUN. | 8.00P | 30 | CBS | CS | 99 | | | | B 21.6 | 32 | 1609 | 1938 | 840 | 332 | | 921 | 271 | 471 | 454 | 141 | 355 | | 673 | 190 | 332 | 343 | 118 | 262 | 149 | 76 | 195 | 124 |
| ALL IN THE FAMILY | | | | | | 1 | 194 | | | A 23.1 | 35 | 1721 | 1885 | 810 | 264 | | 956 | 232 | 419 | 404 | 160 | 435 | | 647 | 121^ | 257 | 334 | 109^294 | 132^ | 70^ | 150 | 113^ | |
| | 2 SUN. | 8.00P | 30 | CBS | CS | 98 | | | | B 23.1 | 35 | 1721 | 1885 | 810 | 264 | | 956 | 232 | 419 | 404 | 160 | 435 | | 647 | 121 | 257 | 334 | 109 | 294 | 132 | 70 | 150 | 113 |
| AMERICAN GIRLS | | | | | | 5 | 186 | | | A 9.3 | 17 | 693 | 1747 | 795 | 313^ | | 817 | 237^ | 437 | 456 | 98^258^ | | 736 | 189^ | 404 | 495 | 80^241^ | 95^ | 95^ | 99^ | 75^ | | |
| | 1 SAT. | 9.00P | 60 | CBS | GD | 98 | | | | B 11.0 | 20 | 820 | 1825 | 760 | 312 | | 829 | 287 | 453 | 422 | 131 | 297 | | 603 | 219 | 360 | 342 | 87 | 188 | 162 | 115 | 231 | 178 |
| | 9.00 - 9.30 | | | | | | | | | A 9.4 | 17 | 700 | 1817 | 857 | 354 | | 876 | 294^ | 492 | 452 | 97^255^ | | 734 | 187^ | 412 | 503 | 78^231^ | 106^106^ | 101^ | 72^ | | | |
| | 9.30 - 10.00 | | | | | | | | | A 9.3 | 17 | 693 | 1644 | 721 | 264^ | | 741 | 174^ | 371 | 454 | 95^258^ | | 725 | 188^ | 386 | 475 | 84^250^ | 83^ | 83^ | 95^ | 77^ | | |
| BARNABY JONES | | | | | | 5 | 194 | 187 | | A 19.4 | 34 | 1445 | 1678 | 735 | 249 | | 841 | 252 | 463 | 394 | 127 | 302 | | 636 | 200 | 324 | 302 | 109 | 243 | 92 | 54^ | 109 | 75^ |
| | THU. | 10.00P | 60 | CBS | PD | 99 | 98 | | | B 20.1 | 35 | 1497 | 1684 | 718 | 257 | | 800 | 223 | 409 | 406 | 148 | 286 | | 694 | 232 | 385 | 352 | 128 | 240 | 100 | 44 | 90 | 62 |
| | 10.00 - 10.30 | | | | | | | | | A 19.3 | 33 | 1438 | 1683 | 718 | 245 | | 826 | 249 | 456 | 383 | 129 | 302 | | 630 | 197 | 320 | 301 | 106 | 238 | 100 | 61^ | 127 | 95 |
| | 10.30 - 11.00 | | | | | | | | | A 19.4 | 34 | 1445 | 1676 | 753 | 252 | | 858 | 255 | 472 | 407 | 126 | 302 | | 642 | 200 | 329 | 305 | 112 | 248 | 86^ | 46^ | 90 | 55^ |
| BARNEY MILLER | | | | | | 6 | 193 | | | A 23.0 | 36 | 1714 | 2052 | 814 | 399 | | 895 | 446 | 634 | 509 | 88^189 | | 679 | 353 | 470 | 343 | 56^158 | 195 | 111^ | 283 | 172 | | |
| | 1 THU. | 9.00P | 30 | ABC | CS | 99 | | | | B 24.4 | 39 | 1818 | 1897 | 740 | 321 | | 809 | 386 | 577 | 463 | 85 | 173 | | 659 | 330 | 469 | 375 | 80 | 141 | 225 | 129 | 204 | 144 |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----|---------------|-----|-----|------|-------|------|------|---|-----------------------|---|---|-----------------|------------------------|-----------------------|---|-------|-----------|-----------|-----------|-----------|------|-------|-----------|-----------|-----------|-----------|-----|--------------------------------|----------------------------------|-----|-----|------|------|------|------|------|------|--|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | Y | K | E | Avg. AUD. % | Avg. SHARE % | Avg. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- ING HOUSE WOM. | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BATTLESTAR: GALACTICA | | | | | | | | | | 6 | | 204 | | 204 | | A | 22.1 | 33 | 1646 | 2437 | 610 | 267 | 741 | 456 | 632 | 438 | 54^ | 83 | 821 | 480 | 704 | 597 | 41^ | 63^ | 315 | 117 | 560 | 399 | |
| SUN. 8.00P 60 ABC SF | | | | | | | | | | 99 | | 99 | | 99 | | | 23.2 | 36 | 1728 | 2371 | 670 | 282 | 770 | 469 | 640 | 460 | 52 | 94 | 754 | 429 | 635 | 524 | 47 | 76 | 300 | 124 | 547 | 391 | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | 21.3 | 32 | 1587 | 2452 | 626 | 268 | 760 | 468 | 642 | 441 | 56^ | 91 | 816 | 476 | 694 | 593 | 44^ | 66^ | 322 | 121 | 554 | 411 | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | 22.8 | 33 | 1699 | 2424 | 595 | 264 | 722 | 444 | 621 | 439 | 48^ | 72 | 827 | 485 | 715 | 604 | 41^ | 58^ | 306 | 112 | 569 | 390 | |
| BIG EVENT-TUE. | | | | | | | | | | 5 | | 205 | | 205 | | B | 16.5 | 27 | 1229 | 1665 | 767 | 221 | 809 | 193^ | 371 | 388 | 145^ | 368 | 666 | 201 | 358 | 297 | 136^ | 268 | 81^ | 32^ | 109^ | 86^ | |
| 2 TUE. 9.00P 58 NBC FV | | | | | | | | | | 99 | | 99 | | 99 | | | 17.6 | 28 | 1311 | 1583 | 815 | 277 | 870 | 253 | 470 | 470 | 127 | 318 | 515 | 149 | 288 | 282 | 98 | 179 | 104 | 53 | 94 | 71 | |
| & 10.30P 62 | | | | | | | | | | | | | | | | A | 15.8 | 24 | 1177 | 1770 | 809 | 250 | 859 | 218 | 390 | 399 | 143^ | 400 | 689 | 202^ | 342 | 290 | 131^ | 294 | 58^ | 18^ | 164^ | 88^ | |
| 9.00 - 9.30 | | | | | | | | | | | | | | | | | 17.4 | 26 | 1296 | 1712 | 768 | 229 | 809 | 193 | 381 | 394 | 140^ | 357 | 695 | 215 | 375 | 316 | 136^ | 273 | 89^ | 30^ | 119^ | 99^ | |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | 16.7 | 29 | 1244 | 1600 | 743 | 205 | 782 | 189^ | 370 | 399 | 139^ | 340 | 648 | 197 | 359 | 283 | 152^ | 262 | 90^ | 42^ | 80^ | 80^ | |
| 10.30 - 11.00 | | | | | | | | | | | | | | | | | 16.1 | 31 | 1199 | 1617 | 767 | 204 | 803 | 184^ | 355 | 367 | 155^ | 376 | 642 | 199^ | 360 | 296 | 133^ | 248 | 87^ | 38^ | 85^ | 85^ | |
| 11.00 - 11.30 | | | | | | | | | | | | | | | | | 18.8 | 28 | 1401 | 1966 | 834 | 238 | 896 | 240 | 434 | 426 | 183 | 389 | 763 | 183 | 399 | 387 | 148^ | 293 | 95^ | 34^ | 212 | 141^ | |
| BIG EVENT | | | | | | | | | | 3 | | 205 | | 205 | | B | 19.2 | 29 | 1430 | 2097 | 838 | 316 | 908 | 363 | 577 | 522 | 119 | 247 | 755 | 338 | 508 | 400 | 97 | 172 | 193 | 101 | 241 | 188 | |
| 1 SUN. 8.10P 120 NBC FV | | | | | | | | | | 99 | | 99 | | 99 | | | 16.3 | 25 | 1214 | 2049 | 795 | 239 | 862 | 231 | 426 | 423 | 178^ | 364 | 731 | 197^ | 412 | 373 | 144^ | 264 | 118^ | 50^ | 338 | 219 | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | 18.1 | 27 | 1348 | 1999 | 838 | 253 | 902 | 224 | 426 | 420 | 196 | 404 | 734 | 162^ | 380 | 360 | 158^ | 294 | 102^ | 36^ | 261 | 187 | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | 19.8 | 29 | 1475 | 1984 | 858 | 235 | 917 | 242 | 433 | 424 | 181 | 413 | 778 | 187 | 407 | 397 | 144^ | 303 | 91^ | 30^ | 198 | 119^ | |
| 9.00 - 9.30 | | | | | | | | | | | | | | | | | 20.1 | 29 | 1497 | 1934 | 843 | 222 | 902 | 246 | 441 | 443 | 170 | 381 | 783 | 181 | 396 | 400 | 149^ | 304 | 91^ | 33^ | 158^ | 104^ | |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | 22.9 | 37 | 1706 | 2317 | 679 | 203 | 709 | 355 | 517 | 341 | 55^ | 157 | 506 | 234 | 327 | 339 | 60^ | 95^ | 292 | 100^ | 810 | 491 | |
| BUGS BUNNY HOWL-O-WEEN SPL(S) | | | | | | | | | | | | 185 | | 185 | | A | 14.1 | 26 | 1050 | 1723 | 794 | 235 | 844 | 305 | 474 | 332 | 109^ | 317 | 651 | 158^ | 334 | 348 | 150^ | 272 | 94^ | 78^ | 134^ | 89^ | |
| 2 WED. 8.00P 30 CBS EA | | | | | | | | | | 97 | | 97 | | 97 | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAHILL, U.S. MARSHAL(S) | | | | | | | | | | | | 180 | | 180 | | A | 12.3 | 23 | 916 | 1763 | 729 | 165^ | 834 | 257^ | 416 | 292 | 125^ | 374 | 614 | 168^ | 316 | 314 | 111^ | 263^ | 122^ | 108^ | 193^ | 126^ | |
| 2 SAT. 8.30P 120 CBS FF | | | | | | | | | | 97 | | 97 | | 97 | | | 13.8 | 25 | 1028 | 1784 | 818 | 218^ | 897 | 348 | 515 | 312 | 107^ | 337 | 653 | 145^ | 337 | 356 | 152^ | 268 | 81^ | 72^ | 153^ | 96^ | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | 14.1 | 25 | 1050 | 1709 | 819 | 235 | 834 | 313 | 477 | 319 | 103^ | 299 | 662 | 163^ | 345 | 363 | 157^ | 270 | 84^ | 72^ | 129^ | 92^ | |
| 9.00 - 9.30 | | | | | | | | | | | | | | | | | 16.3 | 30 | 1214 | 1629 | 792 | 300 | 806 | 295 | 469 | 388 | 99^ | 270 | 657 | 155^ | 333 | 350 | 169^ | 277 | 90^ | 66^ | 76^ | 52^ | |
| 10.00 - 10.30 | | | | | | | | | | | | | | | | | 16.8 | 32 | 1252 | 2169 | 763 | 284 | 870 | 340 | 546 | 427 | 111 | 261 | 722 | 299 | 449 | 371 | 104 | 217 | 176 | 70^ | 401 | 268 | |
| CARTER COUNTRY | | | | | | | | | | 2 | | 192 | | 191 | | B | 16.8 | 32 | 1252 | 2169 | 763 | 284 | 870 | 340 | 546 | 427 | 111 | 261 | 722 | 299 | 449 | 371 | 104 | 217 | 176 | 70 | 401 | 268 | |
| SAT. 8.30P 30 ABC CS | | | | | | | | | | 98 | | 98 | | 98 | | | 12.6 | 26 | 939 | 1634 | 697 | 192 | 759 | 162 | 313 | 320 | 147 | 370 | 616 | 161 | 268 | 293 | 129 | 295 | 94 | 54^ | 165 | 89 | |
| CBS EVENING NEWS-CRONKITE | | | | | | | | | | 20 | | 195 | | 191 | | B | 12.6 | 26 | 939 | 1595 | 702 | 211 | 763 | 164 | 310 | 325 | 148 | 372 | 592 | 153 | 254 | 275 | 137 | 287 | 94 | 53 | 146 | 74 | |
| M-F 6.30P 30 CBS N | | | | | | | | | | 99 | | 99 | | 99 | | | 7.6 | 15 | 566 | 1606 | 737 | 263 | 812 | 138^ | 258 | 292 | 154^ | 483 | 673 | 145^ | 275 | 360 | 152^ | 308 | 62^ | 44^ | 59^ | 36^ | |
| CBS EVENING NEWS | | | | | | | | | | 2 | | 131 | | 146 | | B | 7.6 | 15 | 566 | 1606 | 737 | 263 | 812 | 138 | 258 | 292 | 154 | 483 | 673 | 145 | 275 | 360 | 152 | 308 | 62 | 44 | 59 | 36 | |
| SUN. 6.30P 30 CBS N | | | | | | | | | | 80 | | 85 | | 85 | | | 9.2 | 21 | 685 | 1730 | 696 | 227 | 811 | 178^ | 304 | 313 | 159^ | 427 | 777 | 204 | 332 | 320 | 109^ | 378 | 53^ | 37^ | 89^ | 69^ | |
| CBS SAT. NEWS-SCHIEFFER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | |
|------------------------------|-----|------------|-----|-----|------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|---------------|---------------------|---|----------------------|-------------|-----|-------|-------|-----|-------|-------|-----------|---------------|-------|-----------------|-----|------------|------------|-----|
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORK-ING WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | |
| | | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN 18-49 | | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | MEN 18-49 | | 25-54 | 55-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EIGHT IS ENOUGH | | | | | | 7 | 198 | 193 | A | 20.3 | 33 | 1512 | 2039 | 773 | 292 | 851 | 339 | 514 | 451 | 104 | 259 | 522 | 198 | 331 | 287 | 66 | 147 | 232 | 153 | 434 | 328 |
| WED. 8.00P 60 ABC CS | | | | | | 99 | 94 | B | 21.3 | 36 | 1587 | 2085 | 789 | 278 | 889 | 384 | 570 | 465 | 103 | 249 | 517 | 221 | 314 | 254 | 83 | 161 | 265 | 167 | 414 | 300 | |
| 8.00 - 8.30 | | | | | | | | A | 18.7 | 31 | 1393 | 2032 | 769 | 282 | 849 | 333 | 508 | 451 | 106 | 260 | 514 | 189 | 325 | 284 | 67 | 147 | 235 | 153 | 434 | 329 | |
| 8.30 - 9.00 | | | | | | | | A | 21.9 | 35 | 1632 | 2037 | 772 | 299 | 848 | 342 | 516 | 452 | 102 | 255 | 526 | 206 | 332 | 289 | 63 | 145 | 230 | 151 | 433 | 327 | |
| FAMILY | | | | | | 4 | 196 | | A | 16.9 | 30 | 1259 | 1787 | 912 | 327 | 969 | 461 | 653 | 559 | 136 | 247 | 504 | 302 | 346 | 266 | 64 | 129 | 188 | 136 | 126 | 75 |
| 1 THU. 10.00P 60 ABC GD | | | | | | 99 | | B | 19.1 | 34 | 1423 | 1726 | 854 | 312 | 937 | 481 | 702 | 545 | 83 | 190 | 491 | 283 | 367 | 283 | 47 | 91 | 191 | 132 | 107 | 81 | |
| 10.00 - 10.30 | | | | | | | | A | 17.2 | 30 | 1281 | 1754 | 895 | 329 | 952 | 458 | 635 | 540 | 137 | 252 | 488 | 281 | 320 | 242 | 74 | 139 | 183 | 132 | 131 | 78 | |
| 10.30 - 11.00 | | | | | | | | A | 16.5 | 30 | 1229 | 1821 | 928 | 325 | 985 | 466 | 673 | 581 | 133 | 241 | 520 | 325 | 375 | 291 | 56 | 118 | 196 | 143 | 120 | 69 | |
| FANTASY ISLAND | | | | | | 6 | 197 | 191 | A | 20.0 | 38 | 1490 | 2008 | 742 | 296 | 829 | 359 | 574 | 483 | 87 | 181 | 630 | 285 | 439 | 352 | 64 | 136 | 216 | 95 | 333 | 263 |
| SAT. 10.00P 60 ABC A | | | | | | 99 | 98 | B | 20.5 | 39 | 1527 | 1881 | 724 | 275 | 799 | 329 | 542 | 477 | 89 | 186 | 611 | 261 | 413 | 351 | 68 | 149 | 197 | 102 | 274 | 218 | |
| 10.00 - 10.30 | | | | | | | | A | 19.3 | 36 | 1438 | 2043 | 733 | 294 | 823 | 349 | 561 | 474 | 92 | 192 | 633 | 296 | 443 | 351 | 61 | 135 | 226 | 97 | 361 | 279 | |
| 10.30 - 11.00 | | | | | | | | A | 20.6 | 40 | 1535 | 1975 | 750 | 299 | 834 | 370 | 585 | 496 | 77 | 168 | 632 | 279 | 439 | 355 | 63 | 138 | 203 | 93 | 306 | 246 | |
| FAT ALBERT HALLOWEEN SPCL(S) | | | | | | | 188 | | A | 22.5 | 36 | 1676 | 2332 | 654 | 173 | 695 | 357 | 531 | 366 | 32 | 126 | 478 | 212 | 296 | 327 | 56 | 91 | 325 | 108 | 834 | 538 |
| 2 WED. 8.30P 30 CBS EA | | | | | | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| FLYING HIGH | | | | | | 5 | 182 | 171 | A | 15.5 | 29 | 1155 | 1898 | 680 | 219 | 731 | 348 | 519 | 440 | 112 | 182 | 584 | 228 | 380 | 353 | 83 | 151 | 211 | 76 | 372 | 305 |
| FRI. 10.00P 60 CBS CS | | | | | | 95 | 91 | B | 15.3 | 28 | 1140 | 1918 | 712 | 256 | 752 | 359 | 535 | 472 | 98 | 165 | 598 | 272 | 425 | 363 | 80 | 130 | 231 | 100 | 337 | 257 | |
| 10.00 - 10.30 | | | | | | | | A | 15.5 | 29 | 1155 | 1930 | 679 | 224 | 733 | 349 | 521 | 442 | 110 | 183 | 584 | 225 | 380 | 353 | 77 | 150 | 204 | 72 | 409 | 324 | |
| 10.30 - 11.00 | | | | | | | | A | 15.5 | 30 | 1155 | 1859 | 681 | 213 | 728 | 347 | 516 | 439 | 112 | 180 | 580 | 227 | 374 | 349 | 90 | 153 | 217 | 79 | 334 | 284 | |
| GOOD TIMES | | | | | | 6 | 180 | | A | 12.6 | 24 | 939 | 1701 | 661 | 335 | 783 | 245 | 402 | 391 | 131 | 267 | 468 | 119 | 249 | 271 | 37 | 139 | 219 | 177 | 231 | 161 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SAT. 8.30P 30 CBS CS | | | | | | 98 | | | B | 13.5 | 25 | 1006 | 1808 | 795 | 295 | 886 | 273 | 463 | 431 | 142 | 354 | 456 | 143 | 248 | 230 | 74 | 175 | 170 | 109 | 296 | 222 |
| GRANDPA GOES-WASHINGTON | | | | | | 4 | 197 | | A | 14.7 | 23 | 1095 | 1872 | 797 | 214 | 863 | 146 | 275 | 300 | 221 | 500 | 750 | 183 | 309 | 281 | 129 | 357 | 70 | 25 | 189 | 125 |
| 2 TUE. 8.00P 60 NBC GD | | | | | | 96 | | B | 15.5 | 25 | 1155 | 1827 | 803 | 201 | 882 | 190 | 338 | 344 | 175 | 460 | 628 | 164 | 272 | 260 | 135 | 279 | 98 | 52 | 219 | 160 | |
| 8.00 - 8.30 | | | | | | | | A | 14.1 | 22 | 1050 | 1870 | 780 | 204 | 836 | 127 | 248 | 283 | 222 | 503 | 782 | 189 | 320 | 298 | 132 | 368 | 71 | 27 | 181 | 117 | |
| 8.30 - 9.00 | | | | | | | | A | 15.2 | 23 | 1132 | 1880 | 814 | 224 | 889 | 162 | 299 | 314 | 224 | 500 | 724 | 179 | 299 | 267 | 128 | 350 | 70 | 23 | 197 | 133 | |
| GRASS-GREENER-SEPTIC TANK(S) | | | | | | | 187 | | A | 23.9 | 39 | 1781 | 1887 | 881 | 245 | 911 | 370 | 617 | 519 | 89 | 230 | 574 | 257 | 372 | 340 | 76 | 153 | 212 | 112 | 190 | 124 |
| 2 WED. 9.00P 120 CBS FF | | | | | | 98 | | A | 24.5 | 39 | 1825 | 1921 | 821 | 251 | 848 | 331 | 579 | 488 | 94 | 208 | 559 | 263 | 365 | 329 | 75 | 144 | 242 | 123 | 272 | 169 | |
| 9.00 - 9.30 | | | | | | | | A | 24.7 | 38 | 1840 | 1885 | 861 | 244 | 889 | 369 | 607 | 507 | 92 | 224 | 571 | 251 | 366 | 337 | 78 | 151 | 220 | 114 | 205 | 139 | |
| 9.30 - 10.00 | | | | | | | | A | 23.5 | 39 | 1751 | 1879 | 923 | 244 | 956 | 398 | 642 | 536 | 86 | 244 | 571 | 250 | 368 | 342 | 78 | 156 | 198 | 104 | 154 | 108 | |
| 10.00 - 10.30 | | | | | | | | A | 22.8 | 40 | 1699 | 1870 | 924 | 242 | 959 | 389 | 645 | 544 | 88 | 248 | 598 | 269 | 389 | 355 | 73 | 159 | 188 | 107 | 125 | 78 | |
| 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HALLOWEEN IS GRINCH NIGHT(S) | | | | | | | 191 | | A | 18.3 | 30 | 1363 | 2255 | 653 | 231 | 665 | 315 | 518 | 403 | 52 | 120 | 546 | 205 | 379 | 350 | 72 | 120 | 267 | 116 | 777 | 500 |
| 2 THU. 8.00P 30 ABC EA | | | | | | 98 | | | | | | | | | | | | | | | | | | | | | | | | | |
| HAPPY DAYS | | | | | | 6 | 203 | 203 | A | 26.0 | 40 | 1937 | 2229 | 749 | 302 | 847 | 430 | 626 | 486 | 69 | 181 | 511 | 265 | 379 | 290 | 44 | 96 | 299 | 148 | 572 | 390 |
| TUE. 8.00P 30 ABC CS | | | | | | 99 | 99 | B | 27.5 | 44 | 2049 | 2258 | 751 | 321 | 842 | 438 | 632 | 497 | 67 | 155 | 555 | 291 | 413 | 339 | 56 | 94 | 326 | 163 | 535 | 372 | |
| HARDY BOYS MYSTERIES | | | | | | 5 | 187 | 189 | A | 13.7 | 23 | 1021 | 2378 | 757 | 300 | 863 | 359 | 597 | 506 | 114 | 219 | 618 | 233 | 409 | 357 | 73 | 147 | 360 | 179 | 537 | 380 |
| SUN. 7.00P 60 ABC SM | | | | | | 98 | 98 | B | 14.2 | 24 | 1058 | 2259 | 733 | 295 | 843 | 391 | 583 | 456 | 93 | 213 | 565 | 228 | 395 | 337 | 63 | 129 | 321 | 181 | 530 | 359 | |
| 7.00 - 7.30 | | | | | | | | A | 12.2 | 21 | 909 | 2288 | 745 | 292 | 839 | 320 | 565 | 494 | 126 | 231 | 604 | 190 | 377 | 352 | 82 | 167 | 333 | 161 | 512 | 372 | |
| 7.30 - 8.00 | | | | | | | | A | 15.2 | 24 | 1132 | 2439 | 768 | 304 | 880 | 388 | 622 | 520 | 105 | 207 | 624 | 263 | 427 | 359 | 66 | 131 | 379 | 191 | 556 | 387 | |
| HAWAII FIVE-O | | | | | | 5 | 189 | 185 | A | 18.6 | 29 | 1386 | 1672 | 771 | 247 | 828 | 218 | 387 | 344 | 143 | 380 | 625 | 169 | 282 | 303 | 104 | 254 | 84 | 42 | 135 | 110 |
| THU. 9.00P 60 CBS OP | | | | | | 98 | 98 | B | 17.1 | 27 | 1274 | 1678 | 748 | 235 | 818 | 207 | 383 | 368 | 137 | 359 | 643 | 180 | 305 | 302 | 116 | 264 | 92 | 47 | 125 | 97 | |
| 9.00 - 9.30 | | | | | | | | A | 18.2 | 28 | 1356 | 1674 | 779 | 249 | 837 | 224 | 393 | 352 | 142 | 382 | 606 | 162 | 267 | 288 | 104 | 257 | 83 | 41 | 148 | 115 | |
| 9.30 - 10.00 | | | | | | | | A | 18.9 | 29 | 1408 | 1671 | 768 | 244 | 825 | 213 | 381 | 337 | 142 | 383 | 644 | 176 | 296 | 318 | 102 | 251 | 81 | 41 | 121 | 103 | |
| IN THE BEGINNING | | | | | | 5 | 178 | | A | 14.1 | 22 | 1050 | 1933 | 708 | 185 | 777 | 232 | 415 | 377 | 131 | 298 | 740 | 244 | 381 | 389 | 58 | 291 | 130 | 26 | 286 | 187 |
| 1 WED. 8.30P 30 CBS CS | | | | | | 88 | | B | 15.1 | 24 | 1125 | 1791 | 740 | 258 | 816 | 261 | 489 | 426 | 133 | 276 | 562 | 170 | 279 | 287 | 93 | 218 | 159 | 60 | 254 | 145 | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

21

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | | | | | | | | | | I/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|--------------------------------|-----|------------|-----|-----|------|------|------|-----|-------------|-----------------|--------------|------------------------------------|--------------------------|---|-------|----------------------|--|--|-------|-----|-------|-------|--------------|---------------|--|-----------------|-----|------------|------------|--|--|--|--|
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN 18-25-54 | | | 55-64 | 55+ | TOTAL | 18-34 | MEN 18-25-54 | | | 55-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WALTONS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THU. 8.00P 60 CBS GD 99 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WEDNESDAY MOVIE OF-WEEK | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 8.00P 167 NBC FF 98 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WELCOME BACK, KOTTER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 8.00P 30 ABC CS 98 96 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WELCOME BACK, KOTTER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 8.00P 30 ABC CS 97 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WHO'S WATCHING THE KIDS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 8.00P 30 NBC CS 89 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WKRP IN CINCINNATI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 193 197 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WONDER WOMAN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.00P 60 CBS SF 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WONDERFUL WORLD OF DISNEY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. 7.10P 60 NBC FV 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WONDERFUL WORLD-DISNEY(B) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 7.00P 60 NBC FV 104 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WORLD SERIES PRE #6(S) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 8.00P 15 NBC SC 221 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WORLD SERIES GAME #6(S) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 8.15P 189 NBC SE 221 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.00 - 11.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | I/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | KEY | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|---|-----|------------|-----|-----|------------|------|------|-------------|---------|-------------------|--------------------|------------------------------------|---|-----|---------------------|-------|----------------------|-------|-----|-------|-------|-------|--------------------------|----------------------------|-------|-------|-----|--|--|--|--|--|--|--|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | | |
| | | | | | | | | | | | | | TOTAL | | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | | | 25-54 | 55-64 | 55+ | | | | | | | |
| LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 11.00P 15 ABC N 4 149 150 A 7.3 16 544 1517 697 219^ 817 405 613 437 63^126^ 582 201^ 411 319 107^151^ 97^ 38^ 21^ 12^ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 11.00P 15 ABC N 4 149 150 B 7.2 15 536 1599 700 203 781 307 528 429 94 197 629 254 445 366 83 143 102 53 87 65 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. 11.18P 15 ABC N 4 147 152 A 6.0 15 447 1604 768 352 847 366 605 465 90^181^ 667 261^ 476 380 80^146^ 52^ LT 38^ 25^ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 11.00P 15 ABC N 4 147 152 B 6.1 14 454 1610 773 344 851 375 603 511 88 178 637 267 463 355 60 121 66 LT 56 49 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BARETTA-11:30PM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 65 ABC OP 4 143 143 A 5.2 18 387 1620 662 250^ 729 360 543 400 24^107^ 617 280^ 436 316^ 105^108^ 62^ 15^ 212^ 202^ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 12.00M 64 ABC OP 4 143 143 B 4.9 17 365 1514 579 215 648 289 463 379 33 120 612 243 430 414 79 92 106 57 148 142 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS SPECIAL REPORT(S) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 11.30P 30 CBS N 169 94 A 8.2 23 611 1321 804 328^ 904 331^ 496 403 127^280^ 417 122^ 209^195^ 86^173^ LT LT LT LT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUN. 11.00P 15 CBS N 4 128 128 A 7.3 16 544 1612 763 233 782 163^ 339 433 200^329 633 198^ 341 390 77^182^ 86^ 34^ 111^ 49^ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUN. 11.00P 15 CBS N 4 128 128 B 7.3 16 544 1530 704 229 745 191 393 405 167 271 638 212 366 371 86 179 92 45 55 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 12.00M 69 CBS FF 19 156 157 A 6.6 26 492 1380 701 253 748 250 435 407 107^233 519 210 347 310 61^128 80^ 28^ 33^ 16^ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TU & F 11.30P 70 CBS FF 19 156 157 B 6.8 26 507 1357 661 241 715 258 438 411 90 201 533 222 359 332 58 114 81 29 28 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.00M 70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 69 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.00M 70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.30P 70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.30P 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE II | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 1.12A 37 CBS FF 19 156 157 A 4.6 28 343 1265 603 241 653 274 406 355 79^175^ 550 279 425 350 58^ 90^ 41^ 17^ 21^ LT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 12.43A 39 CBS FF 19 156 157 B 4.5 28 335 1260 574 216 632 282 422 369 59 151 552 293 444 368 47 68 58 27 18 LT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 1.13A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.06A 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.45A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.42A 43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 1.13A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.42A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.07A 52 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MIDNIGHT SPECIAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI. 1.00A 90 NBC PC 4 194 193 A 4.1 26 305 1384 391^167^ 548 316^ 395^282^ 56^101^ 404^325^ 390^318^ LT LT 380^176^ 52^ 52^ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | I/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | |
|----------------------------|--------|---------------|-----|-----|------|------|------|-----|-------------------|-------------------|--------------------|------------------------------------|---|---------------------|-------|----------------------|-------|-----|-------|-------|-------|-------|-------|---------------|------------|-----------------|-----|-----|-----|-----|-----|-----|----|-----|-----|
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | | | |
| | | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | | | | | | | | |
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW SHOW-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | MON. | 1.30A | 45 | NBC | CC | 98 | 98 | B | 2.1 | 18 | 156 | 1058 | 673 | 224 | 696 | 206 | 348 | 381 | 83 | 244 | 315 | 167 | 244 | 161 | 45 | 64 | 40 | LT | LT | LT | | | | | |
| 1 | TUE. | 1.26A | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | W & TH | 1.00A | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | MTWTH | 1.00A | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | TUE. | 1.32A | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 1.00 - 1.30 | | | | | | A | 2.8 | 20 | 209 | 914 | 604 | 196 | 642 | 269 | 350 | 344 | 81 | 187 | 196 | 129 | 144 | 68 | 38 | 52 | 71 | 38 | LT | LT | | | | | |
| | | 1.30 - 2.00 | | | | | | A | 2.0 | 19 | 149 | 960 | 618 | 174 | 618 | 141 | 356 | 389 | 94 | 229 | 342 | 107 | 208 | 128 | 107 | 107 | LT | LT | LT | LT | | | | | |
| TONIGHT SHOW | | | | | | | | | | 20 | 212 | 211 | A | 6.7 | 26 | 499 | 1373 | 713 | 300 | 769 | 279 | 473 | 460 | 94 | 196 | 482 | 216 | 331 | 268 | 78 | 121 | 106 | 36 | 16 | 15 |
| 1 | MON. | 12.00M | 78 | NBC | GV | 99 | 99 | B | 6.7 | 26 | 499 | 1388 | 711 | 303 | 772 | 275 | 457 | 430 | 102 | 225 | 523 | 237 | 371 | 279 | 78 | 125 | 78 | 25 | 15 | 11 | | | | | |
| 1 | TUE. | 11.56P | 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WED. | 11.30P | 77 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TH & F | 11.30P | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | MON. | 11.30P | 77 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | TUE. | 12.02A | 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | W & TH | 11.30P | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | FRI. | 11.30P | 78 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 11.30 - 12.00 | | | | | | A | 9.3 | 27 | 693 | 1434 | 730 | 322 | 814 | 310 | 513 | 451 | 101 | 210 | 507 | 223 | 338 | 284 | 83 | 126 | 96 | 25 | 17 | 14 | | | | | |
| | | 12.00 - 12.30 | | | | | | A | 6.8 | 27 | 507 | 1327 | 711 | 308 | 755 | 277 | 463 | 457 | 90 | 187 | 454 | 207 | 325 | 259 | 70 | 109 | 103 | 34 | 15 | 14 | | | | | |
| | | 12.30 - 1.00 | | | | | | A | 4.3 | 24 | 320 | 1325 | 744 | 228 | 744 | 200 | 453 | 563 | 84 | 181 | 507 | 209 | 326 | 255 | 104 | 151 | 74 | 40 | LT | LT | | | | | |
| | | 1.00 - 1.30 | | | | | | A | 2.9 | 21 | 216 | 977 | 680 | 139 | 680 | 158 | 236 | 398 | 56 | 282 | 297 | LT | 102 | 139 | 70 | 158 | LT | LT | LT | LT | | | | | |
| TUESDAY MOVIE OF THE WEEK | | | | | | | | | | 4 | 170 | 171 | A | 5.3 | 23 | 395 | 1453 | 722 | 197 | 747 | 345 | 550 | 467 | 38 | 144 | 579 | 302 | 491 | 389 | 58 | 68 | 50 | 19 | 77 | 49 |
| 1 | TUE. | 11.30P | 71 | ABC | FF | 96 | 96 | B | 5.2 | 22 | 387 | 1383 | 651 | 250 | 727 | 312 | 529 | 475 | 27 | 124 | 531 | 261 | 408 | 371 | 65 | 73 | 62 | 18 | 63 | 49 | | | | | |
| 2 | TUE. | 12.00M | 71 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 11.30 - 12.00 | | | | | | A | 5.8 | 18 | 432 | 1572 | 761 | 291 | 761 | 326 | 516 | 401 | 94 | 212 | 731 | 433 | 538 | 365 | 144 | 144 | LT | LT | 80 | 22 | | | | | |
| | | 12.00 - 12.30 | | | | | | A | 5.4 | 23 | 402 | 1386 | 736 | 219 | 784 | 362 | 585 | 500 | 32 | 144 | 483 | 222 | 407 | 342 | 53 | 63 | 49 | 27 | 70 | 45 | | | | | |
| | | 12.30 - 1.00 | | | | | | A | 5.1 | 30 | 380 | 1526 | 713 | 48 | 737 | 371 | 581 | 568 | LT | 90 | 589 | 231 | 542 | 445 | 15 | 47 | 110 | 31 | 90 | 90 | | | | | |
| TUESDAY MOVIE-WEEK PART2 | | | | | | | | | | 2 | 170 | 171 | A | 4.0 | 28 | 298 | 1305 | 573 | 134 | 583 | 241 | 379 | 311 | LT | 124 | 594 | 430 | 590 | 433 | LT | LT | 54 | 20 | 74 | 40 |
| 1 | TUE. | 12.41A | 28 | ABC | FF | 96 | 96 | B | 4.0 | 28 | 298 | 1305 | 573 | 134 | 583 | 241 | 379 | 311 | LT | 124 | 594 | 430 | 590 | 433 | LT | LT | 54 | 20 | 74 | 40 | | | | | |
| 2 | TUE. | 1.11A | 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | | | | | | | | | 186 | | | A | 6.6 | 19 | 492 | 1413 | 568 | 216 | 661 | 421 | 536 | 344 | 20 | 96 | 338 | 136 | 179 | 118 | 72 | 159 | 87 | 49 | 327 | 202 |
| 2 | WED. | 4.30P | 60 | ABC | FV | | 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 4.30 - 5.00 | | | | | | A | 6.1 | 18 | 454 | 1421 | 575 | 170 | 652 | 419 | 540 | 350 | 18 | 75 | 284 | 132 | 171 | 110 | 42 | 113 | 93 | 46 | 392 | 218 | | | | | |
| | | 5.00 - 5.30 | | | | | | A | 7.0 | 19 | 522 | 1408 | 561 | 256 | 670 | 426 | 536 | 338 | 23 | 113 | 383 | 142 | 186 | 125 | 100 | 197 | 81 | 50 | 274 | 188 | | | | | |
| ALL IN THE FAMILY M-F | | | | | | | | | | 20 | 170 | 166 | A | 4.6 | 26 | 343 | 1318 | 645 | 93 | 730 | 295 | 478 | 402 | 103 | 199 | 257 | 97 | 126 | 99 | 58 | 105 | 74 | 40 | 257 | 90 |
| | M-F | 10.00A | 30 | CBS | CS | 94 | 94 | B | 4.4 | 25 | 328 | 1281 | 640 | 100 | 722 | 298 | 476 | 396 | 128 | 195 | 282 | 109 | 142 | 103 | 64 | 115 | 74 | 45 | 203 | 61 | | | | | |
| ALL MY CHILDREN | | | | | | | | | | 20 | 188 | 188 | A | 8.1 | 33 | 603 | 1421 | 878 | 195 | 982 | 556 | 760 | 577 | 68 | 146 | 240 | 120 | 142 | 133 | 22 | 53 | 86 | 73 | 113 | 26 |
| 1 | MON. | 1.00P | 19 | ABC | DD | 97 | 98 | B | 8.0 | 33 | 596 | 1379 | 878 | 195 | 983 | 544 | 741 | 579 | 64 | 148 | 234 | 114 | 134 | 103 | 29 | 73 | 74 | 63 | 88 | 24 | | | | | |
| | & | 1.24P | 18 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TU-F | 1.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | M-F | 1.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 1.00 - 1.30 | | | | | | A | 8.2 | 34 | 611 | 1391 | 870 | 191 | 966 | 532 | 751 | 586 | 64 | 140 | 225 | 111 | 131 | 128 | 18 | 48 | 86 | 69 | 114 | 26 | | | | | |
| | | 1.30 - 2.00 | | | | | | A | 8.0 | 32 | 596 | 1450 | 887 | 191 | 994 | 577 | 770 | 569 | 75 | 150 | 252 | 130 | 153 | 135 | 23 | 55 | 90 | 79 | 114 | 26 | | | | | |
| AMERICA ALIVE | | | | | | | | | | 19 | 185 | 185 | A | 3.2 | 14 | 238 | 1227 | 777 | 126 | 837 | 190 | 383 | 378 | 111 | 392 | 320 | 67 | 97 | 50 | 89 | 22 | 29 | 29 | LT | |
| | M-F | 12.00N | 60 | NBC | GV | 92 | 92 | B | 2.9 | 13 | 216 | 1249 | 756 | 143 | 810 | 180 | 356 | 375 | 97 | 371 | 343 | 89 | 106 | 51 | 74 | 213 | 22 | LT | 74 | LT | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | WK # DAY | | START TIME DUR | | T/C THIS SEASON PROG. WK 1 WK 2 | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | |
|--------------|--|-------------|--|-------------------|--|---|--|--|--|------------------------|--|---|--|-------|--|--|--|--|-----|--|--|--|--|------------------|--|--------------------|--|
| | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | TOTAL | | WOMEN | | | | | MEN | | | | | TEENS (12-17) | | CHILDREN (2-11) | |
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | KEY | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | |
|---------------------------|--------|-----------------------|-----|--|------|------|------|------------------------|--|---|----------------------|-----------------------------|---------------------------------|--|---|---|---|---|---|--------------------------------|----------------------------------|-----|-----|-----|
| | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | |
| | | | | | | | | | | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS OF (2+) | LADY WORK- ING HOUSE WOM. | WOMEN 18- 24- 25- 34- 49- 54- 55- 64- 55+ | 18- 34- 49- 54- 55- 64- 55+ | 18- 34- 49- 54- 55- 64- 55+ | 18- 34- 49- 54- 55- 64- 55+ | 18- 34- 49- 54- 55- 64- 55+ | 18- 34- 49- 54- 55- 64- 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | | | | | | | | | | | | | | | | | |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| SPECIAL TREAT(S) | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | TUE. | 4.00P | 60 | NBC | FV | | | 182 | | A | 5.1 | 16 | 380 | 1579 | 584 | 248 | 613 | 153 | 311 | 284 | 158 | 266 | 356 | 41 |
| | | 4.00 - 4.30 | | | | | | 96 | | A | 5.3 | 17 | 395 | 1516 | 567 | 228 | 567 | 142 | 299 | 283 | 136 | 232 | 405 | 71 |
| | | 4.30 - 5.00 | | | | | | | | A | 5.0 | 15 | 373 | 1579 | 578 | 258 | 634 | 157 | 308 | 272 | 173 | 289 | 292 | LT |
| TODAY SHOW-7.30AM | | | | | | | | | | | | | | | | | | | | | | | | |
| | M-F | 7.30A | 30 | NBC | N | 20 | 215 | 215 | | A | 4.6 | 30 | 343 | 1294 | 810 | 198 | 854 | 149 | 332 | 391 | 102 | 426 | 347 | 56 |
| | | | | | | 99 | 99 | | | B | 4.6 | 30 | 343 | 1297 | 793 | 160 | 819 | 147 | 322 | 369 | 116 | 415 | 391 | 72 |
| TODAY SHOW-8.30AM | | | | | | | | | | | | | | | | | | | | | | | | |
| | M-F | 8.30A | 30 | NBC | N | 20 | 211 | 211 | | A | 4.8 | 31 | 358 | 1385 | 851 | 118 | 901 | 127 | 352 | 418 | 167 | 455 | 410 | 44 |
| | | | | | | 99 | 99 | | | B | 4.7 | 31 | 350 | 1387 | 838 | 153 | 889 | 150 | 359 | 434 | 144 | 420 | 426 | 57 |
| \$20,000 PYRAMID | | | | | | | | | | | | | | | | | | | | | | | | |
| | M-F | 12.00N | 30 | ABC | QG | 19 | 162 | 162 | | A | 4.8 | 22 | 358 | 1388 | 720 | 167 | 826 | 379 | 541 | 429 | 112 | 221 | 254 | 108 |
| | | | | | | 87 | 90 | | | B | 4.6 | 22 | 343 | 1364 | 761 | 163 | 848 | 397 | 570 | 430 | 100 | 214 | 256 | 95 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | | | | | | | | | | |
| | M-F | 11.30A | 30 | NBC | QG | 19 | 197 | 199 | | A | 5.1 | 26 | 380 | 1255 | 695 | 126 | 777 | 122 | 324 | 297 | 122 | 393 | 382 | 72 |
| | | | | | | 97 | 97 | | | B | 5.0 | 25 | 373 | 1295 | 721 | 106 | 809 | 133 | 317 | 300 | 124 | 420 | 367 | 70 |
| YOUNG AND THE RESTLESS | | | | | | | | | | | | | | | | | | | | | | | | |
| | M-F | 12.00N | 30 | CBS | DD | 19 | 190 | 194 | | A | 7.5 | 34 | 559 | 1238 | 830 | 153 | 900 | 386 | 583 | 455 | 140 | 265 | 169 | 64 |
| | | | | | | 96 | 99 | | | B | 7.5 | 35 | 559 | 1230 | 838 | 169 | 925 | 385 | 577 | 451 | 130 | 289 | 154 | 59 |
| WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 12.00N | 30 | ABC | FV | 6 | 162 | 182 | | A | 5.6 | 21 | 417 | 1633 | 284 | 77 | 287 | 165 | 259 | 163 | 17 | 28 | 495 | 315 |
| | | | | | | 91 | 92 | | | B | 5.2 | 20 | 387 | 1857 | 347 | 156 | 422 | 240 | 327 | 249 | 18 | 41 | 373 | 204 |
| ABC WIDE WORLD-SPORTS SAT | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 SAT. | 5.00P | 90 | ABC | SA | | | 205 | | A | 12.0 | 32 | 894 | 2028 | 577 | 209 | 635 | 296 | 454 | 377 | 46 | 132 | 846 | 292 |
| | | 5.00 - 5.30 | | | | | | 99 | | B | 8.2 | 20 | 611 | 1951 | 524 | 172 | 566 | 246 | 398 | 337 | 49 | 127 | 860 | 314 |
| | | 5.30 - 6.00 | | | | | | | | A | 10.7 | 32 | 797 | 1902 | 520 | 162 | 542 | 255 | 367 | 315 | 46 | 128 | 871 | 331 |
| | | 6.00 - 6.30 | | | | | | | | A | 12.8 | 35 | 954 | 2026 | 598 | 204 | 638 | 283 | 458 | 385 | 41 | 124 | 879 | 287 |
| | | | | | | | | | | A | 12.7 | 31 | 946 | 2106 | 589 | 253 | 695 | 331 | 516 | 417 | 55 | 141 | 779 | 265 |
| ALL NEW PINK PANTHER | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 11.30A | 30 | ABC | CA | 6 | 184 | 187 | | A | 6.2 | 29 | 462 | 1565 | 384 | 129 | 390 | 216 | 339 | 290 | LT | 33 | 311 | 208 |
| | | | | | | 96 | 97 | | | B | 6.0 | 28 | 447 | 1812 | 367 | 132 | 409 | 252 | 342 | 275 | LT | 25 | 289 | 176 |
| ALL NEW POPEYE HOUR 1 | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 8.00A | 30 | CBS | CA | 6 | 187 | 188 | | A | 3.6 | 28 | 268 | 1989 | 141 | 101 | 141 | 47 | 119 | 119 | 22 | 22 | 368 | 269 |
| | | | | | | 96 | 96 | | | B | 3.9 | 30 | 291 | 1741 | 207 | 72 | 225 | 112 | 173 | 148 | 38 | 52 | 228 | 122 |
| ALL NEW POPEYE HOUR 2 | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 8.30A | 30 | CBS | CA | 6 | 187 | 188 | | A | 6.3 | 35 | 469 | 1876 | 232 | 152 | 244 | 103 | 208 | 195 | 19 | 36 | 231 | 124 |
| | | | | | | 96 | 96 | | | B | 6.3 | 35 | 469 | 1701 | 236 | 96 | 267 | 148 | 209 | 165 | 30 | 47 | 199 | 94 |
| AMERICAN BANDSTAND '78 | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 SAT. | 12.30P | 60 | ABC | PC | 4 | | 154 | | A | 5.4 | 22 | 402 | 1746 | 318 | 65 | 639 | 447 | 546 | 168 | LT | 84 | 619 | 303 |
| | | 12.30 - 1.00 | | | | | | 84 | | B | 5.4 | 22 | 402 | 1592 | 391 | 178 | 579 | 364 | 450 | 239 | 62 | 108 | 387 | 206 |
| | | 1.00 - 1.30 | | | | | | | | A | 5.4 | 21 | 402 | 1764 | 219 | 75 | 724 | 563 | 667 | 162 | LT | 57 | 530 | 245 |
| | | | | | | | | | | A | 5.4 | 22 | 402 | 1704 | 413 | 55 | 552 | 332 | 426 | 168 | LT | 113 | 694 | 356 |
| ANIMALS, ANIMALS, ANIMALS | | | | | | | | | | | | | | | | | | | | | | | | |
| | SUN. | 11.30A | 30 | ABC | CL | 6 | 127 | 133 | | A | 2.9 | 13 | 216 | 1852 | 533 | 33 | 728 | 398 | 473 | 250 | 93 | 204 | 398 | 37 |
| | | | | | | 77 | 80 | | | B | 2.8 | 12 | 209 | 1763 | 507 | 199 | 573 | 312 | 402 | 298 | 39 | 138 | 478 | 166 |
| ARK II | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 SAT. | 1.00P | 30 | CBS | CL | 4 | 142 | | | A | 4.7 | 18 | 350 | 1334 | 200 | LT | 200 | 98 | 178 | 178 | 22 | 22 | 231 | 203 |
| | | | | | | 84 | | | | B | 5.1 | 19 | 380 | 1645 | 311 | 144 | 378 | 232 | 278 | 200 | LT | 64 | 292 | 188 |
| BAGGY PANTS & THE NITWITS | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 12.30P | 30 | NBC | CA | 6 | 161 | 167 | | A | 5.4 | 22 | 402 | 1806 | 358 | 147 | 442 | 235 | 280 | 213 | 83 | 97 | 276 | 141 |
| | | | | | | 85 | 86 | | | B | 4.7 | 19 | 350 | 1718 | 314 | 156 | 462 | 285 | 345 | 205 | 51 | 84 | 294 | 148 |
| BUGS BUNNY/ROAD RUNNER 1 | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 9.00A | 30 | CBS | CA | 6 | 192 | 194 | | A | 7.4 | 33 | 551 | 1846 | 258 | 167 | 312 | 186 | 290 | 174 | 11 | 22 | 343 | 236 |
| | | | | | | 99 | 99 | | | B | 7.6 | 35 | 566 | 1754 | 267 | 95 | 299 | 164 | 237 | 141 | 24 | 51 | 261 | 160 |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | WK | DAY | START TIME | DUR | NET | TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE | WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | K | E | Y | AVG. AUD. % | AVG. SHARE % | AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- OF HOUSE WOM. | ING. | WOMEN | | | | | MEN | | | | | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | | | | | | | | | | | | | | | | |
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|-------------------------|-----|------------|-----|-----|-----------------------|------------------------------------|------|-----|---------------------|---|-------------------|-----------------------|---------------------------|----------|----------|----------|---------|-------|---------|----------|----------|----------|-------|--------------------------|----------------------------|------|------|
| | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | T/C SEASON TYPE | NO. OF STATIONS & PROGRAM COVERAGE | | KEY | HOUSEHOLD AUDIENCES | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS OF (2+) | LADY WORK- ING HOUSE WOM. | WOMEN | | | | | MEN | | | | | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | |
| | | | | | | WK 1 | WK 2 | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KIDS ARE PEOPLE TOO II | | | | | | 6 | 120 | 126 | A | 3.6 | 15 | 268 | 2257 | 348^109v | 381^239^ | 336^216^ | LT | 34v | | 381^115v | 306^246^ | 34v | 61v | | 279^134^ | 1216 | 552 |
| SUN. | | 10.30A | 30 | ABC | CL | | 79 | 80 | B | 3.2 | 15 | 238 | 1937 | 382 126 | 430 258 | 333 261 | LT | 64 | | 306 147 | 260 201 | 22 | 33 | | 227 134 | 974 | 519 |
| KIDS ARE PEOPLE TOO III | | | | | | 6 | 120 | 122 | A | 3.7 | 16 | 276 | 2402 | 623 65v | 641 353^ | 478 204^ | 87v | 144^ | | 406^103v | 334^278^ | LT | 58v | | 397^140^ | 958 | 538 |
| SUN. | | 11.00A | 30 | ABC | CL | | 79 | 77 | B | 3.3 | 15 | 246 | 1939 | 480 134 | 508 309 | 386 240 | 41 | 85 | | 334 148 | 278 196 | 24 | 49 | | 231 97 | 866 | 492 |
| KROFFT SUPERSTAR I | | | | | | 6 | 198 | 199 | A | 4.2 | 17 | 313 | 1952 | 310^102^ | 387^182^ | 254^196^ | 54v | 84v | | 287^181^ | 216^190^ | 51v | 51v | | 342^141^ | 936 | 665 |
| SAT. | | 11.00A | 30 | NBC | CL | | 98 | 98 | B | 4.4 | 18 | 328 | 1810 | 297 95 | 342 174 | 235 163 | 25 | 76 | | 199 101 | 137 119 | 26 | 35 | | 381 205 | 888 | 568 |
| KROFFT SUPERSTAR II | | | | | | 6 | 198 | 199 | A | 4.6 | 19 | 343 | 1880 | 353^ 79v | 434 259^ | 338^167^ | 28v | 45v | | 238^ 84v | 142^184^ | 41v | 54v | | 396 168^ | 812 | 554 |
| SAT. | | 11.30A | 30 | NBC | CL | | 98 | 98 | B | 4.6 | 19 | 343 | 1713 | 260 44 | 310 149 | 210 138 | 30 | 76 | | 170 64 | 100 111 | 21 | 26 | | 372 196 | 861 | 524 |
| MEET THE PRESS | | | | | | 4 | 128 | 134 | A | 2.7 | 13 | 201 | 1174 | 419^110v | 513^109v | 199^163^ | 111v | 300^ | | 502^180^ | 269^229^ | 129v | 218^ | | 84v 35v | 75v | 59v |
| SUN. | | 12.00N | 30 | NBC | CC | | 86 | 87 | B | 2.8 | 13 | 209 | 1231 | 457 63 | 532 73 | 130 131 | 86 | 367 | | 535 183 | 304 238 | 101 | 216 | | 67 LT | 97 | 72 |
| METRIC MARVELS- 9:27AM | | | | | | 6 | 197 | 196 | A | 3.2 | 14 | 238 | 1479 | 270^ LT | 333^ 80v | 214^176^ | 77v | 77v | | 118v 29v | 75v 75v | 43v | 43v | | 289^193^ | 739 | 483^ |
| SAT. | | 9.27A | 2 | NBC | IA | | 98 | 98 | B | 3.6 | 16 | 268 | 1648 | 159 19 | 204 64 | 138 122 | 33 | 33 | | 140 26 | 81 93 | 29 | 29 | | 182 55 | 1122 | 802 |
| METRIC MARVELS-10:27AM | | | | | | 6 | 205 | 206 | A | 5.7 | 23 | 425 | 1828 | 326 85^ | 359 163^ | 234^168^ | 99^ | 99^ | | 192^106^ | 141^126^ | 35v | 35v | | 210^128^ | 1067 | 716 |
| SAT. | | 10.27A | 2 | NBC | IA | | 99 | 99 | B | 5.8 | 23 | 432 | 1810 | 257 72 | 302 137 | 202 136 | 56 | 80 | | 159 87 | 107 99 | 22 | 22 | | 209 95 | 1140 | 736 |
| METRIC MARVELS-11:57AM | | | | | | 6 | 198 | 199 | A | 4.0 | 16 | 298 | 1953 | 382^ 84v | 500 275^ | 365^186^ | 43v | 80v | | 248^ 80v | 141^184^ | 45v | 64v | | 389^161^ | 816 | 527 |
| SAT. | | 11.57A | 2 | NBC | IA | | 98 | 98 | B | 4.6 | 19 | 343 | 1694 | 262 38 | 327 151 | 212 140 | 45 | 92 | | 167 66 | 98 107 | 20 | 28 | | 353 197 | 847 | 486 |
| NCAA FOOTBALL PRE GAME | | | | | | 5 | 218 | 219 | A | 5.5 | 22 | 410 | 1534 | 391 93^ | 391 190^ | 261^172^ | 43v | 95^ | | 818 281^ | 422 428 | 184^270^ | | | 203^ 19v | 122^ | 65v |
| 1 SAT. | | 12.30P | 14 | ABC | SC | | 99 | 99 | B | 5.9 | 24 | 440 | 1443 | 300 102 | 316 114 | 181 160 | 39 | 100 | | 735 290 | 412 372 | 107 | 238 | | 190 60 | 202 | 147 |
| 2 SAT. | | 1.30P | 13 | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA FOOTBALL GAME | | | | | | 6 | 218 | 221 | A | 10.2 | 37 | 760 | 1442 | 326 116^ | 343 129^ | 212 182 | 43^105^ | | 857 292 | 442 440 | 169 | 309 | | 123^ 32v | 119^ | 85^ | |
| 1 SAT. | | 12.45P | 185 | ABC | SE | | 99 | 99 | B | 10.1 | 35 | 752 | 1473 | 320 112 | 339 103 | 185 178 | 53 121 | | 862 311 | 490 475 | 156 | 283 | | 133 36 | 139 | 101 | |
| 2 SAT. | | 1.45P | 186 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | | | A | 8.2 | 32 | 611 | 1270 | 250^105^ | 250^143^ | 209^123^ | 8v | 41v | | 815 315^ | 481 465 | 97v | 211^ | | 95v 25v | 110^ | 53v |
| 1.30 - 2.00 | | | | | | | | | A | 9.6 | 38 | 715 | 1418 | 297^140^ | 297^156^ | 225^149^ | 14v | 72v | | 868 327^ | 476 465 | 104^240^ | | | 85v 25v | 168^ | 100^ |
| 2.00 - 2.30 | | | | | | | | | A | 10.0 | 38 | 745 | 1479 | 367 133^ | 367 161^ | 257 217 | 31v | 77^ | | 867 308 | 462 441 | 177 | 309 | | 120^ 33v | 125^ | 91^ |
| 2.30 - 3.00 | | | | | | | | | A | 10.2 | 38 | 760 | 1442 | 324 141^ | 343 150^ | 227 183 | 38v | 89^ | | 867 273 | 443 437 | 186 | 340 | | 107^ 32v | 125^ | 98^ |
| 3.00 - 3.30 | | | | | | | | | A | 10.5 | 39 | 782 | 1393 | 317 119^ | 327 111^ | 202 177 | 50^106^ | | 845 274 | 426 411 | 173 | 330 | | 135^ 30v | 86^ | 58^ | |
| 3.30 - 4.00 | | | | | | | | | A | 11.2 | 39 | 834 | 1452 | 329 85^ | 335 84^ | 171 163 | 64^139^ | | 861 271 | 411 433 | 174 | 335 | | 136^ 24v | 120^ | 95^ | |
| 4.00 - 4.30 | | | | | | | | | A | 12.6 | 40 | 939 | 1488 | 332 113^ | 390 89^ | 174^195^ | 67^172^ | | 865 305 | 436 445 | 180^316 | | | 128^ 44v | 105^ | 83^ | |
| 4.30 - 5.00 | | | | | | | | | A | 12.4 | 38 | 924 | 1567 | 342 131^ | 389 125^ | 215^216^ | 50v | 138^ | | 881 335 | 476 489 | 177^293 | | | 135^ 49v | 162^ | 126^ |
| NCAA FOOTBALL POST GAME | | | | | | 5 | 217 | 221 | A | 9.9 | 34 | 738 | 1492 | 350 125^ | 370 144^ | 233 200 | 47^115^ | | 859 309 | 452 482 | 144^280 | | | 132^ 42v | 131^ | 89^ | |
| 1 SAT. | | 3.50P | 10 | ABC | SC | | 99 | 99 | B | 8.0 | 24 | 596 | 1362 | 330 121 | 359 127 | 227 215 | 51 104 | | 770 263 | 430 448 | 124 | 251 | | 115 45 | 118 | 92 | |
| 2 SAT. | | 4.51P | 9 | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA FOOTBALL GAME-2 | | | | | | 2 | 220 | | A | 10.0 | 31 | 745 | 1517 | 440 148^ | 491 227^ | 370 281^ | 50v | 113^ | | 836 274^ | 421 451 | 130^287^ | | | 68v 25v | 122^ | 81v |
| 1 SAT. | | 4.00P | 195 | ABC | SE | | 99 | | B | 11.6 | 35 | 864 | 1566 | 418 142 | 462 174 | 297 246 | 58 138 | | 918 339 | 547 501 | 137 | 276 | | 105 46 | 81 | 50 | |
| 4.00 - 4.30 | | | | | | | | | A | 9.6 | 37 | 715 | 1420 | 364 95^ | 392 136^ | 272^181^ | 34v | 120^ | | 852 267^ | 397 467 | 121^295^ | | | 105^ 32v | 71v | 44v |
| 4.30 - 5.00 | | | | | | | | | A | 10.2 | 37 | 760 | 1493 | 471 110^ | 489 205^ | 353 255^ | 39v | 129^ | | 863 298^ | 441 467 | 118^300^ | | | 62v 12v | 79v | 62v |
| 5.00 - 5.30 | | | | | | | | | A | 11.3 | 37 | 842 | 1452 | 418 81^ | 467 242^ | 376 267^ | 42v | 91^ | | 822 297 | 437 418 | 123^301 | | | 55v 37v | 108^ | 60v |
| 5.30 - 6.00 | | | | | | | | | A | 10.0 | 32 | 745 | 1448 | 410 172^ | 488 245^ | 404 312^ | 45v | 84^ | | 801 243^ | 414 406 | 127^297^ | | | 47v 29v | 112^ | 76v |
| 6.00 - 6.30 | | | | | | | | | A | 9.7 | 27 | 723 | 1534 | 490 184^ | 524 234^ | 393 333^ | 54v | 114^ | | 876 261^ | 443 519 | 161^259^ | | | 21v LT | 113^ | 65v |
| 6.30 - 7.00 | | | | | | | | | A | 9.3 | 24 | 693 | 1750 | 483 228^ | 548 282^ | 392 325^ | 75v | 133^ | | 913 308^ | 444 500 | 160^303^ | | | 81v 21v | 208^ | 154^ |
| NFL '78-NBC | | | | | | 6 | 171 | 158 | A | 3.7 | 16 | 276 | 1482 | 494 217^ | 559 185^ | 396^409^ | 40v | 138^ | | 625 253^ | 424^358^ | 83v | 181^ | | 199^104v | 99v | 62v |
| SUN. | | 12.30P | 30 | NBC | SC | | 92 | 86 | B | 3.6 | 14 | 268 | 1451 | 414 121 | 451 146 | 253 245 | 55 180 | | 643 297 | 448 356 | 84 | 170 | | 207 59 | 150 | 92 | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

| PROGRAM NAME | | | | | | | | | | I/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | |
|---------------------------|--------|-------------|-----|-----|------------|------|------|-----|-------------|-----------------|--------------|------------------------------------|-------------------------|---|----------|-------------------------|----------|----------|-----------------------|----------|-----------|----------|----------|--------------------------|----------|----------------------------|----------|---------|----------|-----------|--|--|--|--|--|--|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-OF-HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) TOTAL FEM. | | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN 18-24 25-34 35-44 | | | MEN 18-24 25-34 35-44 | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | 18-24 | 25-34 | 35-44 | 55+ | TOTAL | 18-34 | 18-24 | 25-34 | 35-44 | 55+ | | | | | | | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SPORTSWORLD BOXING-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 4.00 - 4.30 | | | | | | A | 3.1 | 12 | 231 | 1753 | 419^138v | 457^163v | 306^336^ | 121v121v | 762^130v | 485^554^ | 208v208v | 187v 57v | 347^ 143v | | | | | | | | | | | | | | | |
| | | 4.30 - 5.00 | | | | | | A | 3.5 | 13 | 261 | 1598 | 422^115v | 460^176v | 288^334^ | 126v126v | 789^249^ | 514^572^ | 217v217v | 164v 42v | 185v 185v | | | | | | | | | | | | | | | |
| | | 5.00 - 5.30 | | | | | | A | 4.1 | 13 | 305 | 1121 | 95v 40v | 216^121v | 180v216^ | LT LT | 882 400^ | 607^663^ | 157v219^ | 23v 23v | LT LT | | | | | | | | | | | | | | | |
| TARZAN AND SUPER SEVEN 1 | | | | | | | | | | | | | | 6 | 191 | 193 | A | 8.7 | 34 | 648 | 1690 | 275 121^ | 300 178^ | 246 119^ | 21v 54^ | 321 169^ | 242 184^ | 29v 56^ | 189^ 71^ | 880 478 | | | | | | |
| | SAT. | 10.30A | 30 | CBS | CA | 99 | 99 | B | 9.0 | 35 | 671 | 1721 | 312 112 | 353 195 | 267 207 | 15 46 | 291 153 | 215 159 | 19 53 | 205 76 | 872 499 | | | | | | | | | | | | | | | |
| TARZAN AND SUPER SEVEN 2 | | | | | | | | | | | | | | 6 | 192 | 193 | A | 8.5 | 35 | 633 | 1720 | 237 88^ | 272 179^ | 227 114^ | 14v 45v | 332 194^ | 255 181^ | 27v 53^ | 229 121^ | 887 457 | | | | | | |
| | SAT. | 11.00A | 30 | CBS | CA | 99 | 99 | B | 9.2 | 37 | 685 | 1743 | 317 130 | 384 236 | 305 218 | 21 42 | 273 160 | 212 143 | 21 45 | 225 89 | 861 470 | | | | | | | | | | | | | | | |
| TARZAN AND SUPER SEVEN 3 | | | | | | | | | | | | | | 6 | 190 | 193 | A | 8.3 | 34 | 618 | 1589 | 201 82^ | 261 167^ | 211 95^ | LT 50v | 277 154^ | 216 159^ | 25v 51^ | 162^ 91^ | 889 468 | | | | | | |
| | SAT. | 11.30A | 30 | CBS | CA | 99 | 99 | B | 8.7 | 35 | 648 | 1708 | 295 118 | 372 220 | 292 205 | 16 50 | 243 144 | 195 119 | 24 45 | 209 88 | 884 474 | | | | | | | | | | | | | | | |
| 30 MINUTES | | | | | | | | | | | | | | 4 | 159 | | A | 3.3 | 12 | 246 | 1313 | 215v LT | 215v 64v | 138v138v | 77v 77v | 175v105v | 105v LT | 25v 70v | 305^ 90v | 618^ 476^ | | | | | | |
| | 1 SAT. | 1.30P | 30 | CBS | DN | 93 | | B | 4.4 | 15 | 328 | 1637 | 381 190 | 447 262 | 347 221 | 36 79 | 253 170 | 199 115 | 28 47 | 297 140 | 640 402 | | | | | | | | | | | | | | | |
| WHAT'S NEW, MISTER MAGOO | | | | | | | | | | | | | | 5 | 62 | | A | 1.5 | 8 | 112 | 1938^ | 115v LT | 115v 80v | 115v115v | LT LT | 233v LT | 109v109v | LT 124v | 705^ LT | 885^ 571^ | | | | | | |
| | 2 SUN. | 9.00A | 30 | CBS | CA | 54 | 54 | B | 1.4 | 10 | 104 | 1648 | 171 LT | 172 104 | 144 143 | LT LT | 277 115 | 221 163 | LT LT | 173 LT | 1026 517 | | | | | | | | | | | | | | | |
| YOGI'S SPACE RACE I | | | | | | | | | | | | | | 6 | 197 | 197 | A | 2.1 | 19 | 156 | 1506 | 359^301^ | 429^167v | 295^282^ | 76v 76v | 122v LT | 122v122v | LT LT | 135v 38v | 820 519^ | | | | | | |
| | SAT. | 8.00A | 30 | NBC | CA | 98 | 98 | B | 2.2 | 19 | 164 | 1584 | 205 155 | 256 118 | 175 168 | 38 38 | 161 68 | 125 113 | LT LT | 87 LT | 1080 698 | | | | | | | | | | | | | | | |
| YOGI'S SPACE RACE II | | | | | | | | | | | | | | 6 | 197 | 196 | A | 2.9 | 17 | 216 | 1389 | 204^177^ | 292^ 88v | 167^135v | 69v 69v | 111v LT | 111v111v | LT LT | 120v 28v | 866 565^ | | | | | | |
| | SAT. | 8.30A | 30 | NBC | CA | 98 | 98 | B | 3.2 | 19 | 238 | 1475 | 160 92 | 224 106 | 156 132 | 29 29 | 118 54 | 104 98 | LT LT | 88 LT | 1045 708 | | | | | | | | | | | | | | | |
| YOGI'S SPACE RACE III | | | | | | | | | | | | | | 6 | 197 | 196 | A | 3.4 | 16 | 253 | 1391 | 264^ 31v | 335^ 90v | 213^178^ | 67v 67v | 76v LT | 52v 52v | 24v 24v | 234^162^ | 746 478^ | | | | | | |
| | SAT. | 9.00A | 30 | NBC | CA | 98 | 98 | B | 3.8 | 18 | 283 | 1667 | 168 25 | 209 60 | 137 130 | 32 32 | 130 20 | 83 88 | 22 22 | 182 52 | 1146 845 | | | | | | | | | | | | | | | |
| YOUNG PEOPLE'S CONCERT(S) | | | | | | | | | | | | | | 165 | | | A | 3.6 | 9 | 268 | 1306 | 447^ 59v | 607^ 52v | 163v209v | 141v398^ | 568^176v | 243^235^ | 56v291^ | 49v 49v | 82v LT | | | | | | |
| | 1 SUN. | 5.00P | 60 | CBS | CL | 93 | | A | 4.2 | 11 | 313 | 1201 | 415^ 64v | 542^ 61v | 175v230^ | 114v312^ | 562^176v | 256^230^ | 95v264^ | 61v 61v | 36v LT | | | | | | | | | | | | | | | |
| | | 5.30 - 6.00 | | | | | | A | 3.0 | 7 | 224 | 1420 | 491^ 53v | 687^ 39v | 146v177v | 175v510^ | 558^169v | 214v236v | LT 322^ | 32v 32v | 143v LT | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 16, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|-----------------------------|---|------|------|------|------|----------------|------|--------------------|--------|----------------|--|-------------------|------|----------------|-------|-------|-------|-------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,670 17.0 | | | | 25,480 34.2 | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,800 14.5 | | | | 14,680 19.7 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 24 13.6 | | | | 33 14.7 | | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,440 16.7 | | 14,160 19.0 | | 17,660 23.7 | | 19,440 26.1 | | 19,440 26.1 | | | | |
| | CBS TV | | | | | | | WKRP in Cincinnati | People | (OP) | M ^o A ^o S ^o H | One Day at a Time | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,320 15.2 | | 12,440 16.7 | | 15,790 21.2 | | 17,360 23.3 | | 16,610 22.3 | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 24 15.6 | | 26 14.8 | | 32 17.0 | | 36 22.2 | | 36 22.6 | | | | |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 28,160 37.8 | | | | | | 21,900 29.4 | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 21,530 28.9 | | | | | | 15,120 20.3 | | | | | | |
| | SHARE OF AUDIENCE % (Households (000) & %) | | | | | 44 22.2 | | | | | | 32 37.7 | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,380 19.3 | | 13,560 18.2 | | 19,300 25.9 | | 17,140 23.0 | | 16,390 22.0 | | | | |
| | CBS TV | | | | | | | WKRP in Cincinnati | People | (OP) | M ^o A ^o S ^o H | One Day at a Time | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,070 16.2 | | 11,850 15.9 | | 17,060 22.9 | | 15,500 20.8 | | 13,560 18.2 | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 26 16.4 | | 24 16.0 | | 34 16.5 | | 30 23.9 | | 28 20.6 | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,720 30.5 | | | | 23,990 32.2 | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 18,770 25.2 | | | | 16,910 22.7 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 39 22.6 | | | | 34 23.5 | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | 55.7 | 56.9 | 57.6 | 59.7 | 62.0 | 64.1 | 64.8 | 65.4 | 67.1 | 67.5 | 65.9 | 65.2 | 64.7 | 63.4 | 61.7 | 59.2 | |
| (See Def. 1) | | 53.4 | 55.8 | 58.9 | 61.9 | 62.9 | 64.1 | 65.8 | 67.2 | 67.7 | 68.7 | 68.6 | 68.8 | 66.5 | 65.5 | 64.2 | 60.6 | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 17, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------------|---------------|--|------|------|------|----------------|----------------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|-------|
| W | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | 21,230 28.5 | | 19,820 26.6 | | 20,120 27.0 | | 16,240 21.8 | | 14,380 19.3 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | 18,030 24.2 | | 18,100 24.3 | | 18,550 24.9 | | 14,680 19.7 | | 11,550 15.5 | | 16.0* | | 15.1* |
| | | SHARE OF AUDIENCE % | | | | 37 | | 35 | | 35 | | 28 | | 24 | | 25 * | | 24 * |
| | | AVG. AUD. BY ¼ HR. % | | | | 22.4 | 26.0 | 24.1 | 24.4 | 24.8 | 24.9 | 20.0 | 19.4 | 15.9 | 16.0 | 15.8 | 14.4 | |
| K | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | 11,920 16.0 | | | | 16,090 21.6 | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | 9,010 12.1 | 11.7* | | 12.4* | 9,390 12.6 | 11.7* | | 13.2* | | 12.9* | | 12.6* | |
| | | SHARE OF AUDIENCE % | | | | 18 | 18 * | | 18 * | 19 | 17 * | | 19 * | | 20 * | | 20 * | |
| | | AVG. AUD. BY ¼ HR. % | | | | 11.7 | 11.7 | 12.3 | 12.5 | 11.8 | 11.7 | 13.3 | 13.2 | 13.4 | 12.5 | 12.7 | 12.4 | |
| 1 | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | 16,840 22.6 | 39,260 52.7 | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | 15,940 21.4 | 26,750 35.9 | | | | | | | | | | | |
| | | TOTAL AUDIENCE (Households (000) & %) | | | | 23,240 31.2 | | 22,570 30.3 | | 24,140 32.4 | | 21,460 28.8 | | | | 17,060 22.9 | | 39.1* |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | 20,710 27.8 | | 21,460 28.8 | | 22,420 30.1 | | 19,740 26.5 | | | | 13,560 18.2 | | 18.8* |
| W | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| E | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | 21,980 29.5 | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | 12,140 16.3 | 14.1* | | 16.4* | | 17.1* | | 18.2* | | | | 16.4* | |
| | | SHARE OF AUDIENCE % | | | | 26 | 22 * | | 25 * | | 25 * | | 27 * | | | | 28 * | |
| | | AVG. AUD. BY ¼ HR. % | | | | 13.9 | 14.4 | 16.0 | 16.7 | 17.2 | 17.1 | 13.1 | 18.4 | | 16.3 | 16.3 | 16.6 | |
| 2 | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | 13,930 18.7 | | | | 20,040 26.9 | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | 10,950 14.7 | 14.1* | | 15.2* | 12,290 16.5 | 15.8* | | 17.4* | | | | 16.7* | |
| | | SHARE OF AUDIENCE % | | | | 23 | 22 * | | 23 * | 27 | 24 * | | 26 * | | | | 29 * | |
| | | AVG. AUD. BY ¼ HR. % | | | | 14.0 | 14.2 | 15.2 | 15.3 | 15.8 | 15.8 | 17.4 | 17.5 | | 16.6 | 16.9 | | |
| TV HOUSEHOLDS USING TV | | WK 1 | 54.0 | 55.9 | 54.0 | 63.9 | 64.5 | 66.9 | 68.2 | 69.4 | 70.1 | 70.3 | 69.6 | 69.0 | 65.9 | 64.1 | 63.0 | 60.9 |
| (See Def. 1) | | WK 2 | 53.6 | 56.1 | 57.3 | 59.6 | 62.4 | 64.7 | 66.3 | 66.9 | 67.0 | 67.2 | 66.7 | 66.7 | 62.8 | 61.5 | 57.4 | 55.4 |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-5

(1) "WORLD SERIES PRE '68", NBC, (8:00-8:15PM)(S).
(2) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. TUE. OCT. 24, 1978

A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 18, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------|---|------|------|------|------|----------------|-------|----------------|------|----------------|-------|------|------|----------------|-------|-------|-------|-------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 20,040 26.9 | | | | 24,590 33.0 | | | | 20,340 27.3 | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,240 21.8 | | | | 20,190 27.1 | | | | 16,610 22.3 | | | | |
| | SHARE OF AUDIENCE % | | | | | 36 | 19.6* | | | 43 | 27.0* | | | 43 * | 39 | 22.9* | | 21.8* |
| | AVG. AUD. BY 1/4 HR. % | | | | | 18.6 | 20.6 | 23.4 | 24.5 | 26.4 | 27.5 | 27.3 | 27.3 | 23.5 | 22.3 | 22.2 | | 21.4 |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,230 19.1 | | 11,620 15.6 | | 19,220 25.8 | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,370 16.6 | | 10,500 14.1 | | 11,180 15.0 | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 28 | 17.2 | 14.0 | 14.2 | 26 | 12.8* | | | 23 * | 26 * | 15.5* | | 16.0* |
| | AVG. AUD. BY 1/4 HR. % | | | | | 16.0 | 17.2 | 14.0 | 14.2 | 12.3 | 13.4 | 14.2 | 14.3 | 15.2 | 15.8 | 15.8 | | 16.2 |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,050 29.6 | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,370 16.6 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 27 | 15.6* | | | 28 * | 17.3* | | | 27 * | 27 * | 15.7* | | |
| | AVG. AUD. BY 1/4 HR. % | | | | | 23.8 | 26 * | | | 24.5 | 29 * | | | 19.9 | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,930 18.7 | | | | 14,900 20.0 | | | | 12,590 16.9 | | | | |
| | SHARE OF AUDIENCE % | | | | | 30 | 17.7* | | | 31 * | 20.0* | | | 31 * | 29 | 17.4* | | 16.4* |
| | AVG. AUD. BY 1/4 HR. % | | | | | 17.0 | 18.3 | 19.9 | 19.6 | 20.1 | 19.9 | 19.9 | 20.1 | 17.4 | 17.5 | 16.9 | | 16.0 |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,220 25.8 | | 17,950 24.1 | | 24,730 33.2 | | | | | | | | |
| W E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,060 22.9 | | 16,760 22.5 | | 17,810 23.9 | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 37 | | 36 | | 39 | 24.5* | | | 38 * | 39 * | 23.5* | | 22.8* |
| | AVG. AUD. BY 1/4 HR. % | | | | | 22.2 | 23.5 | 22.2 | 22.7 | 24.2 | 24.8 | 25.1 | 24.3 | 23.6 | 23.4 | 23.2 | | 22.4 |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,040 17.5 | | | | 16,240 21.8 | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,980 13.4 | | | | 11,100 14.9 | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 22 | 13.2* | | | 22 * | 13.6* | | | 24 * | 26 * | 15.3* | | 15.3* |
| | AVG. AUD. BY 1/4 HR. % | | | | | 13.1 | 13.3 | 13.7 | 13.7 | 13.2 | 14.0 | 15.1 | 15.4 | 15.3 | 15.3 | 15.5 | | 15.2 |
| | TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | 50.9 | 53.2 | 54.4 | 55.6 | 57.8 | 60.2 | 62.3 | 63.3 | 62.1 | 63.4 | 63.3 | 62.5 | 59.7 | 58.3 | 57.3 | 53.4 | |
| | WK 2 | 53.9 | 56.1 | 57.9 | 59.2 | 60.9 | 62.5 | 62.5 | 62.9 | 62.8 | 64.1 | 64.5 | 63.9 | 60.6 | 59.2 | 58.6 | 56.3 | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-7 (1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) PROMO FILL, NBC, (10:47-11:00PM)(SUS.).

EVE. WED. OCT. 25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. OCT. 19, 1978

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|--|------|------|------|------|----------------|------|----------------|------|----------------|------|----------------|------|----------------|-------|-------|-------|-------|
| WEEK 1 | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | 20,860 28.0 | | 17,950 24.1 | | 18,920 25.4 | | 17,510 23.5 | | 15,270 20.5 | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|----------------|--|----------------|--|--|--|--|--|--|--|--|--|--|
| WEEK 2 | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | 16,020 21.5 | | 29,500 39.6 | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|-------------------------------|-------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV | WK 1 | 47.6 | 49.7 | 51.9 | 55.3 | 59.3 | 61.2 | 62.1 | 63.3 | 63.3 | 64.3 | 64.3 | 63.3 | 58.2 | 56.5 | 55.7 | 53.5 |
| | WK 2 | 53.6 | 55.1 | 55.4 | 57.5 | 60.3 | 62.4 | 63.7 | 65.3 | 64.9 | 64.9 | 64.9 | 65.0 | 61.2 | 60.2 | 59.4 | 58.4 |

A-9

U.S. TV Households: 74,500,000
(1) FOR REMAINING RATINGS, SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. OCT. 20, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 20, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------------|--|------|------|------|------|----------------|-------|------|-------|----------------|-------|-------|-------|----------------|-------|-------|-------|-------|
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,810 23.9 | | | | 19,890 26.7 | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,630 18.3 | | | | 12,520 16.8 | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | 34 | 17.7* | | | 18.9* | 16.8 | 18.4* | | 16.8* | | 16.3* | | 15.7* |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.6 | 34 * | | | 34 * | 30 | 32 * | | 29 * | | 30 * | | 30 * |
| | | | | | | | 17.8 | 18.8 | 19.0 | 18.8 | 18.0 | 16.9 | 16.7 | 16.8 | 15.8 | 15.6 | 15.7 | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,910 22.7 | | | | 16,910 22.7 | | | | 14,010 18.8 | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,810 17.2 | 16.1* | | 18.2* | 14,010 18.8 | 18.4* | | 19.2* | 10,800 14.5 | 14.6* | | 14.5* | |
| | SHARE OF AUDIENCE % | | | | | 32 | 31 * | | 33 * | 33 | 32 * | | 33 * | 27 | 27 * | | 28 * | |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.3 | 17.0 | 19.1 | 18.3 | 17.9 | 18.9 | 19.3 | 19.0 | 14.8 | 14.4 | 14.5 | 14.5 | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| WEEK 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,760 13.1 | | | | 13,560 18.2 | | | | 15,420 20.7 | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,300 9.8 | 9.3* | | 10.2* | 11,770 15.8 | 15.2* | | 16.4* | 12,590 16.9 | 17.0* | | 16.8* | |
| | SHARE OF AUDIENCE % | | | | | 18 | 18 * | | 18 * | 28 | 27 * | | 29 * | 32 | 32 * | | 32 * | |
| | AVG. AUD. BY ¼ HR. % | | | | | 25.5 | 25.5 | | 25.5 | 21.6 | 21.6 | | 21.6 | 21.6 | 21.6 | 21.6 | 21.6 | 21.6 |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| WEEK 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,190 17.7 | 15.5* | | 19.9* | 10,210 13.7 | 13.7* | | 13.3* | | 13.7* | | 14.0* | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17.7 | 29 * | | 36 * | 25 | 25 * | | 23 * | | 26 * | | 27 * | |
| | SHARE OF AUDIENCE % | | | | | 15.1 | 15.9 | 19.1 | 20.6 | 14.0 | 13.4 | 13.4 | 13.2 | 13.6 | 13.7 | 13.9 | 14.2 | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| WEEK 5 | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,850 25.3 | | | | 17,810 23.9 | | | | 14,970 20.1 | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,410 18.0 | 16.8* | | 19.3* | 15,050 20.2 | 19.8* | | 20.6* | 12,220 16.4 | 16.4* | | 16.4* | |
| | SHARE OF AUDIENCE % | | | | | 33 | 31 * | | 35 * | 36 | 36 * | | 36 * | 31 | 31 * | | 32 * | |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.4 | 17.2 | 19.5 | 19.0 | 19.3 | 20.3 | 20.4 | 20.8 | 16.4 | 16.4 | 16.8 | 16.1 | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| WEEK 6 | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,830 13.2 | | | | 14,680 19.7 | | | | 14,080 18.9 | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,970 10.7 | | | | 12,440 16.7 | 15.7* | | 17.8* | 11,470 15.4 | 15.3* | | 15.5* | |
| | SHARE OF AUDIENCE % | | | | | 20 | | | | 30 | 29 * | | 31 * | 29 | 29 * | | 30 * | |
| | AVG. AUD. BY ¼ HR. % | | | | | 10.8 | 10.7 | | | 14.9 | 16.4 | 17.9 | 17.6 | 15.1 | 15.6 | 15.6 | 15.3 | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV | WK 1 | 45.1 | 46.3 | 48.7 | 51.0 | 51.4 | 52.7 | 55.3 | 56.8 | 56.9 | 57.7 | 57.6 | 57.3 | 54.2 | 53.3 | 52.3 | 51.3 | |
| | WK 2 | 46.5 | 49.7 | 50.8 | 52.4 | 53.6 | 54.6 | 55.3 | 55.6 | 54.6 | 55.4 | 56.7 | 56.9 | 53.6 | 52.8 | 52.4 | 51.4 | |

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 21, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|---|---|------|------|------|------|----------------|------|-------------------------|------|-----------------|------|--|----------------|----------------|---------------|------------------|---|--------------|
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,070 16.2 | | 11,850 15.9 | | 16,020 21.5 | | | | 16,320 21.9 | | | | |
| | ABC TV | | | | | | | Welcome Back, Kotter | | Carter Country | | | Love Boat | | (OP) | | Fantasy Island | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,580 14.2 | | 10,880 14.6 | | 13,780 18.5 | | | | 13,710 18.4 | | 18.4* | | 18.4* |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 28 14.0 | | 27 14.1 | | 34 17.4 | | 34 * 19.0 | | 35 * 18.6 | | 36 * 18.4 | | 37 * 18.3 |
| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,850 15.9 | | 10,580 14.2 | | 9,240 12.4 | | | | 13,480 18.1 | | | | |
| | CBS TV | | | | | | | Rhoda | | Good Times (OP) | | | American Girls | | | | Dallas | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,210 13.7 | | 9,390 12.6 | | 6,930 9.3 | | | | 11,250 15.1 | | 14.8* | | 15.4* |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 27 13.7 | | 24 12.6 | | 17 9.7 | | 17 * 9.2 | | 17 * 9.7 | | 30 14.4 | | 31 * 15.4 |
| WEEK 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,850 25.3 | | | | 19,220 25.8 | | | | 12,740 17.1 | | | | |
| | NBC TV | | | | | | | Chips | | (OP) | | Rescue from Gilligan's Island Part 2 (9:00-10:00PM) | | | | Sword of Justice | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,050 20.2 | | | | 16,020 21.5 | | | | 9,910 13.3 | | 13.7* | | 12.9* |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 39 18.0 | | 37 * 19.7 | | 41 * 21.5 | | 40 * 21.6 | | 21.7* 21.2 | 26 14.1 | 27 * 13.4 | | 26 * 13.0 |
| WEEK 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,190 17.7 | | 16,020 21.5 | | 19,820 26.6 | | | | 20,790 27.9 | | | | |
| | ABC TV | | | | | | | Welcome Back, Kotter | | Carter Country | | | Love Boat | | (OP) | | Fantasy Island | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,320 15.2 | | 14,080 18.9 | | 16,690 22.4 | | | | 16,020 21.5 | | 20.2* | | 22.8* |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 29 14.5 | | 35 16.0 | | 40 18.0 | | 39 * 19.8 | | 41 * 21.0 | 23.0* 23.2 | 40 * 20.5 | 37 * 20.0 | 44 * 22.2 |
| WEEK 5 | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,100 14.9 | | 18,330 24.6 | | | | | | | | | | |
| | CBS TV | | | | | | | Rhoda | | (OP) | | Cahill, U.S. Marshal (8:30-10:30PM)(R) | | | | | CBS News Special Report (10:30-11:00PM)(SUS.) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,610 12.9 | | 10,500 14.1 | | | | 13.8* 25 * | | 14.1* 25 * | | 16.3* | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 25 12.8 | | 26 13.0 | | 23 * 12.3 | | 25 * 13.9 | | 25 * 14.3 | | 30 * 16.3 | | |
| WEEK 6 | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,890 26.7 | | | | | | | | 12,220 16.4 | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,550 15.5 | | | | | | | | 8,870 11.9 | | 10.7* | | 13.1* |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 28 16.0 | | 31 * 16.3 | | 30 * 16.0 | | 27 * 14.6 | | 26 * 14.1 | 22 10.5 | 20 * 10.8 | | 25 * 13.6 |
| TV HOUSEHOLDS USING TV | | WK 1 | 44.1 | 46.1 | 48.2 | 50.8 | 51.0 | 51.5 | 52.7 | 53.6 | 53.6 | 54.0 | 54.0 | 54.5 | 51.4 | 51.0 | 50.5 | 49.5 |
| (See Def. 1) | | WK 2 | 47.1 | 47.2 | 48.3 | 49.8 | 51.3 | 52.9 | 52.8 | 54.0 | 55.4 | 56.8 | 56.4 | 56.7 | 54.6 | 54.5 | 52.3 | 51.8 |
| U.S. TV Households: 74,500,000 * Half-hour ratings for immediately preceding and subject quarter-hour (P) Preceding | | | | | | | | | | | | | | | | | | |
| A-13 (1) "NCAA FOOTBALL GAME-2", ABC, (4:00-7:15PM) | | | | | | | | | | | | | | | | | | |

U.S. TV Households: 74,500,000
A-13 (1) "NCAA FOOTBALL GAME-2", ABC, (4:00-7:15PM).

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. OCT. 28, 1978

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|---|--|--|----------------|------------|------------|----------------|----------------|----------------|------------|----------------|----------------|-------|------------|------------|----------------|------------|------------|-------|-------|
| W E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 12,810 17.2 | | | | 19,370 26.0 | | | | 23,620 31.7 | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 9,610 | | | | 15,790 | | | | 15,940 | | | | | | | | |
| | | SHARE OF AUDIENCE % | 12.9 | 11.3* | | 14.4* | 21.2 | 20.0* | 22.3* | 21.4 | 20.1* | | 21.2* | | 22.3* | | 21.9* | | |
| | | AVG. AUD. BY 1/4 HR. % | 22 10.3 | 20 12.4 | | 24 15.1 | 32 18.8 | 30 21.3 | 33 22.5 | 33 22.1 | 29 19.1 | | 31 21.5 | | 34 22.6 | | 35 22.0 | | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 23,100 31.0 | | | | 22,420 30.1 | | 19,740 26.5 | | 25,780 34.6 | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 18,400 | | | | 19,300 | | 18,700 | | 19,440 | | | | | | | | | |
| | SHARE OF AUDIENCE % | 24.7 | 22.7* | | 26.7* | 25.9 | 25.1 | 26.1 | 25.1* | 25.5 | | 25.0* | | 26.6* | | 27.4* | | | |
| | AVG. AUD. BY 1/4 HR. % | 42 20.4 | 40 25.0 | | 44 26.8 | 39 24.5 | 37 25.0 | 39 25.2 | 37 25.3 | | 36 24.7 | | 41 25.8 | | 44 27.6 | | | | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 19,440 26.1 | | | | 22,280 29.9 | | | | | | | | | 12,520 16.8 | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 12,440 | | | | 14,010 | | | | | | | | | 9,090 | | | | |
| | SHARE OF AUDIENCE % | 16.7 | 14.8* | | 16.2* | 18.8 | 16.3* | 18.1* | 19.8* | | 20.1* | | 12.2 | 12.3* | | 11.9* | | | |
| | AVG. AUD. BY 1/4 HR. % | 28 14.5 | 26 14.9 | | 27 17.1 | 28 16.9 | 25 16.1 | 27 18.7 | 29 19.5 | 29 20.2 | 29 20.0 | | 20 14.0 | 19 11.7 | 20 11.9 | 19 12.0 | | | |
| W E K 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 14,830 19.9 | | | | 20,190 27.1 | | | | 23,620 31.7 | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 10,800 | | | | 17,060 | | | | 16,840 | | | | | | | | |
| | | SHARE OF AUDIENCE % | 14.5 | 13.1* | | 15.9* | 22.9 | 22.5* | 23.3* | 22.6 | 22.6* | | 23.0* | | 23.1* | | 21.5* | | |
| | | AVG. AUD. BY 1/4 HR. % | 24 12.5 | 22 13.8 | | 25 15.3 | 34 22.1 | 34 23.0 | 34 23.1 | 36 22.1 | 34 23.0 | | 35 23.1 | | 39 22.7 | | 39 22.1 | | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 22,650 30.4 | | | | 19,150 25.7 | | 18,250 24.5 | | 15,870 21.3 | | | | | 15,350 20.6 | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 18,550 | | | | 17,210 | | 16,840 | | 12,440 | | | | | | | | | |
| | SHARE OF AUDIENCE % | 24.9 | 24.0* | | 25.8* | 23.1 | 22.6 | 22.6 | 17.3* | | 16.0* | | 17.4* | | 17.3* | | | | |
| | AVG. AUD. BY 1/4 HR. % | 40 23.0 | 40 25.0 | | 41 26.0 | 35 22.4 | 33 23.8 | 33 22.7 | 26 17.9 | 26 16.8 | 24 16.0 | | 29 17.6 | | 31 17.6 | | | | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 9,460 12.7 | | | | 22,720 30.5 | | | | | | | | | 13,560 18.2 | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 7,380 | | | | 16,090 | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | 9.9 | 9.6* | | 10.2* | 21.6 | 19.5* | 20.4* | | | | | | | | | | | |
| | AVG. AUD. BY 1/4 HR. % | 16 9.4 | 16 9.8 | | 16 10.0 | 32 19.2 | 29 19.7 | 30 20.1 | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 (5-9 Def. 1) | | | 55.2 | 57.5 | 59.8 | 61.8 | 64.8 | 66.6 | 67.4 | 68.2 | 67.5 | 68.9 | 69.1 | 68.3 | 66.6 | 63.6 | 62.9 | 62.6 | |
| WK 2 | | | 58.6 | 61.0 | 63.3 | 64.0 | 65.5 | 67.5 | 68.1 | 68.4 | 66.8 | 67.0 | 66.7 | 65.2 | 60.0 | 58.6 | 57.3 | 54.3 | |
| U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). | | | | | | | | | | | | | | | | | | | |
| A-15 VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (1) "NFL FOOTBALL GAME 2-NBC", (4:00-7:10PM), FOR REMAINING RATINGS, SEE OP PAGES. (2) FOR REMAINING RATINGS, SEE OP PAGES. (3) "ABC MINUTE MAGAZINE", ABC, (7:58-8:00PM)(SUS.). | | | | | | | | | | | | | | | | | | | |
| (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36 | | | | | | | | | | | | | | | | | | | |
| EVE. SUN. OCT 20 1070 | | | | | | | | | | | | | | | | | | | |

(OP) See Other Programs Section: Page A-36

EVE. SUN. OCT. 29, 1978

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

| | | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | |
|---|--|--|-------|--------------|--------------|-------|-------|-------|-------|---------------|-------|-------|-------|-------|-------|-------|------|--------------|------|------|--|
| W E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | 4,170 5.6 | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | 4,020 5.4 | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | 14 | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | 22.7 | 5.5 | 4.9 | | | | | | | | | | | | | | | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 5,810 7.8 | | | | | | | | 6,780 9.1 | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 4,770 6.4 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 25 | 7.7* | | | | 6.1* | | 6.0* | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 7.9 | 24 * | 7.6 | 6.2 | 6.0 | 24 * | 5.9 | 34 * | 5.9 | 5.6 | | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | 3,650 4.9 | | | | | | 9,090 12.2 | | | | | | | | 2,310 3.1 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 4,990 6.7 | | | | | | | | 1,710 2.3 | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 27 | 9.7* | | | | 6.8* | | 4.5* | 2.9* | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 10.7 | 29 * | 9.0 | 7.4 | 6.2 | 27 * | 5.4 | 25 * | 19 | 20 * | | |
| W E K 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | 4,920 6.6 | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | 4,920 6.6 | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | 16 | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | | 6.6 | | | | | | | | | | | | | | | | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 5,360 7.2 | | | | | | | | 7,300 9.8 | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 5,070 6.8 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 26 | 8.3* | | | | 6.5* | | 5.0* | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 8.6 | 24 * | 8.0 | 6.6 | 6.3 | 27 * | 5.9 | 29 * | 4.7 | 4.1 | | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | 3,350 4.5 | | | | | | 9,090 12.2 | | | | | | | | 2,160 2.9 | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 4,990 6.7 | | | | | | | | 1,790 2.4 | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | 26 | 8.9* | | | | 6.7* | | 4.0* | 2.7* | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | 9.6 | 26 * | 8.3 | 7.4 | 6.0 | 26 * | 4.9 | 23 * | 20 | 20 * | | |
| TV HOUSEHOLDS USING TV WK 1 | | | 54.0 | 43.0 | 32.4 | 25.8 | 21.4 | 18.4 | 16.2 | 35.7 | 31.4 | 26.5 | 23.9 | 20.3 | 18.0 | 15.9 | 14.3 | 12.5 | | | |
| (See Def. 1) | | | 42.0 | 35.8 | 28.3 | 23.9 | 21.0 | 18.9 | 16.0 | 36.4 | 32.3 | 27.1 | 23.4 | 20.1 | 17.8 | 15.5 | 13.9 | 12.2 | | | |
| U.S. TV Households: 74,500,000 | | | | | | | | | | | | | | | | | | | | | |
| Half-hour ratings (for immediately preceding and subject quarter-hour). | | | | | | | | | | | | | | | | | | | | | |

A-17 (1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

SUN. 11:00 P.M.—12:45 A.M.

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36
MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 16-20, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | |
|-----------------------|--|---|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|--|
| W E E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) { 2,310 3.1 3,200 4.3 AVERAGE AUDIENCE (Households (000) & %) { 1,790 2.4 SHARE OF AUDIENCE % 17 AVG. AUD. BY 1/4 HR. % 2.4 2.5 3.5 3.7 (Co-op) (Participating) (Co-op) (Participating) Good Morning, America | | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) { 2,760 3.7 3,430 4.6 AVERAGE AUDIENCE (Households (000) & %) { 1,640 2.2 SHARE OF AUDIENCE % 16 AVG. AUD. BY 1/4 HR. % 2.1 2.1 2.4 2.5 2.7* 3.0 2.7* 3.2* (Co-op) (Participating) (Co-op) (Participating) CBS Morning News Captain Kangaroo All In The Family Price is Right 1 | | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) { 4,250 5.7 4,620 6.2 AVERAGE AUDIENCE (Households (000) & %) { 3,430 4.6 SHARE OF AUDIENCE % 29 AVG. AUD. BY 1/4 HR. % 4.6 4.7 5.0 5.0 (Co-op) (Participating) (Co-op) (Participating) Today Show Card Sharks Jeopardy (1) | | | | | | | | | | | | | | | | | |
| | ABC TV | TOTAL AUDIENCE (Households (000) & %) { 2,830 3.8 3,280 4.4 AVERAGE AUDIENCE (Households (000) & %) { 2,090 2.8 SHARE OF AUDIENCE % 20 AVG. AUD. BY 1/4 HR. % 2.7 3.0 3.6 3.7 (Co-op) (Participating) (Co-op) (Participating) Good Morning, America | | | | | | | | | | | | | | | | | |
| W E E K 2 | CBS TV | TOTAL AUDIENCE (Households (000) & %) { 2,310 3.1 3,430 4.6 AVERAGE AUDIENCE (Households (000) & %) { 1,340 1.8 SHARE OF AUDIENCE % 14 AVG. AUD. BY 1/4 HR. % 2.0 1.8 1.8* 2.8 2.3* 3.2* (Co-op) (Participating) (Co-op) (Participating) CBS Morning News Captain Kangaroo All In The Family Price is Right 1 | | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) { 4,320 5.8 4,320 5.8 AVERAGE AUDIENCE (Households (000) & %) { 3,430 4.6 SHARE OF AUDIENCE % 30 AVG. AUD. BY 1/4 HR. % 4.7 4.5 4.6 4.7 (Co-op) (Participating) (Co-op) (Participating) Today Show Card Sharks Jeopardy (1) | | | | | | | | | | | | | | | | | |
| | TV HOUSEHOLDS USING TV WK 1 (See Def. 1) WK 2 | | | | | | | | | | | | | | | | | | |
| | U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36 | | | | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 16-20, 1978

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|--|------------------|-------|-------------------------|-------|----------------------|-------|---------------------|-------|-------------------------------|------|---------------------------|------|-----------------------------|------|----------------------|-----------------------|------|
| W | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,800 5.1 | | 5,440 7.3 | | 4,100 5.5 | | 5,590 7.5 | | 7,820 10.5 | | | | 6,630 8.9 | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,200 4.3 | | 4,620 6.2 | | 3,430 4.6 | | 4,770 6.4 | | 5,810 7.8 | | | | 5,290 7.1 | | | | 7.6* |
| SHARE OF AUDIENCE % | 24 | | 31 | | 22 | | 29 | | 33 | | | | 28 | | | | 29 * |
| AVG. AUD. BY ¼ HR. % | 4.1 | 4.5 | 5.9 | 6.5 | 4.4 | 4.7 | 6.3 | 6.5 | 7.8 | 8.1 | 7.8 | 7.4 | 6.4 | 6.8 | 7.6 | | 7.6 |
| | Happy Days | | Family Feud | | \$20,000 Pyramid | | Ryan's Hope | | All My Children (1)(5)(OP) | | | | One Life to Live (5)(OP) | | | | |
| E | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,770 6.4 | | 4,470 6.0 | | 6,030 8.1 | | 5,590 7.5 | | | | 7,300 9.8 | | | | | 7,150 9.6 | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,100 5.5 | | 3,950 5.3 | | 5,440 7.3 | | 4,920 6.6 | | | | 6,030 8.1 | | | | | 5,590 7.5 | 7.5* |
| SHARE OF AUDIENCE % | 31 | | 27 | | 34 | | 30 | | | | 32 | | | | | 28 | 29 * |
| AVG. AUD. BY ¼ HR. % | 5.4 | 5.6 | 5.3 | 5.3 | 7.2 | 7.5 | 6.7 | 6.6 | | | 7.5 | 8.2 | 8.7 | 8.4 | 7.5 | 7.5 | 7.5 |
| | Price is Right 2 | | Love Of Life (OP) | | Young & the Restless | | Search for Tomorrow | | | | As The World Turns (2) | | | | Guiding Light (2) | | |
| K | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,950 5.3 | | 4,250 5.7 | | 4,100 5.5 | | | | 2,830 3.8 | | 5,290 7.1 | | | | | 4,690 6.3 | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,500 4.7 | | 3,650 4.9 | | 2,380 3.2 | | | | 2,310 3.1 | | 4,400 5.9 | | | | | 4,250 5.7 | |
| SHARE OF AUDIENCE % | 26 | | 25 | | 15 | | | | 13 | | 24 | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 4.5 | 4.8 | 5.0 | 4.9 | 3.4 | 3.4 | 2.8 | 3.1 | 3.0 | 3.3 | 5.6 | 5.9 | 6.1 | 6.1 | 5.7 | 5.7 | 5.7 |
| | High Rollers | | Wheel of Fortune (3) | | America Alive (3) | | | | Hollywood Squares | | Days Of Our Lives (4) | | | | | The Doctors (3)(4) | |
| W | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,320 5.8 | | 5,890 7.9 | | 4,320 5.8 | | 5,660 7.6 | | 8,270 11.1 | | | | 7,380 9.9 | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,730 5.0 | | 5,220 7.0 | | 3,730 5.0 | | 4,990 6.7 | | 6,260 8.4 | | | | 5,740 7.7 | | | | |
| SHARE OF AUDIENCE % | 26 | | 34 | | 23 | | 29 | | 34 | | | | 30 | | | | |
| AVG. AUD. BY ¼ HR. % | 4.7 | 5.3 | 6.8 | 7.3 | 4.9 | 5.0 | 6.5 | 6.8 | 8.3 | 8.4* | 8.6 | 8.5 | 7.4 | 7.5 | 7.9 | 8.0* | 8.1 |
| | Happy Days | | Family Feud | | \$20,000 Pyramid | | Ryan's Hope | | All My Children (1) | | | | One Life to Live | | | | |
| E | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,690 6.3 | | 4,400 5.9 | | 6,330 8.5 | | 5,660 7.6 | | | | 7,520 10.1 | | | | | 7,080 9.5 | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,950 5.3 | | 4,020 5.4 | | 5,660 7.6 | | 4,990 6.7 | | | | 5,810 7.8 | | | | | 5,220 7.0 | 7.1* |
| SHARE OF AUDIENCE % | 28 | | 26 | | 34 | | 29 | | | | 30 | | | | | 27 | 28 * |
| AVG. AUD. BY ¼ HR. % | 5.1 | 5.6 | 5.4 | 5.5 | 7.3 | 7.8 | 6.7 | 6.7 | | | 7.2 | 7.7 | 8.3 | 8.0 | 7.2 | 7.1 | 7.1 |
| | Price is Right 2 | | Love Of Life (OP) | | Young & the Restless | | Search for Tomorrow | | | | As The World Turns | | | | Guiding Light | | |
| K | | | | | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,950 5.3 | | 4,470 6.0 | | 3,950 5.3 | | | | 2,980 4.0 | | 6,030 8.1 | | | | | 4,620 6.2 | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,580 4.8 | | 3,950 5.3 | | 2,310 3.1 | | | | 2,460 3.3 | | 4,470 6.0 | | | | | 4,100 5.5 | |
| SHARE OF AUDIENCE % | 25 | | 26 | | 14 | | | | 13 | | 23 | | | | | 21 | |
| AVG. AUD. BY ¼ HR. % | 4.8 | 4.7 | 5.3 | 5.4 | 3.6 | 3.5 | 2.6 | 2.7* | 3.3 | 3.4 | 5.6 | 6.0 | 6.2 | 6.3* | 5.5 | 5.5 | 5.5 |
| | High Rollers | | Wheel of Fortune (3) | | America Alive (3) | | | | Hollywood Squares M/TH (5) | | Days Of Our Lives | | | | | The Doctors (3) | |
| TV HOUSEHOLDS USING TV WK 1 | 17.7 | 18.7 | 19.4 | 20.3 | 21.3 | 22.3 | 22.4 | 22.7 | 23.3 | 24.4 | 24.7 | 25.4 | 25.6 | 26.1 | 25.9 | 26.2 | 26.2 |
| (See Def. 1) WK 2 | 18.9 | 19.6 | 20.5 | 21.2 | 22.2 | 22.9 | 23.0 | 23.3 | 23.6 | 24.6 | 25.2 | 25.7 | 25.9 | 26.2 | 25.6 | 26.2 | 26.2 |

U.S. TV Households: 74,500,000

A-21 (1) "ABC NEWSBRIEF", (SUS.).

(2) "CBS NEWS SPECIAL REPORT", CBS, MON., (1:42-2:36PM)(SUS.).

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(3) "NBC NEWS UPDATE", (SUS.).

(4) "POPE JOHN PAUL II ELECTION", NBC, MON., (1:42-2:37PM)(SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY MON.-FRI. OCT. 23-27, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 16-20, 1978

| | | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 |
|---|--|--|---------------|--------------|------|--------------|--------------|------|------|------|------|------|------|------|------|------|----------------|------|------|
| W E E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 7,380 9.9 | | | | 4,540 6.1 | | | | | | | | | | 8,050 10.8 | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 5,740 7.7 | | | | 4,020 5.4 | | | | | | | | | | 6,780 9.1 | | |
| | | SHARE OF AUDIENCE % | 27 | 7.4* | | | 27* | 19 | | | | | | | | | 19 | | |
| | | AVG. AUD. BY 1/4 HR. % | 7.4 | 7.4 | 7.8 | | 8.0 | 5.5 | 5.3 | | | | | | | | 8.7 | | 9.6 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | 5,890 7.9 | | 3,430 4.6 | | | | | | | | | | | 10,800 14.5 | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,840 6.5 | | 2,980 4.0 | | | | | | | | | | | 9,310 12.5 | | |
| | SHARE OF AUDIENCE % | | | 27* | | 22 | | | | | | | | | | | 26 | | |
| | AVG. AUD. BY 1/4 HR. % | 7.4 | 7.6 | 6.3 | | 6.7 | 3.9 | 4.1 | | | | | | | | | 12.3 | | 12.7 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 7,230 9.7 | | | | | | | | | | | | | | | 9,980 13.4 | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,360 7.2 | | | | | | | | | | | | | | | 8,640 11.6 | | |
| | SHARE OF AUDIENCE % | 26 | 6.6* | | | 27* | | | | | | | | | | | 25 | | |
| | AVG. AUD. BY 1/4 HR. % | 6.3 | 6.9 | 7.9 | | 7.9 | | | | | | | | | | | 11.4 | | 11.7 |
| W E E K 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 8,200 11.0 | | | | 5,360 7.2 | | | | | | | | | | 7,820 10.5 | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 6,260 8.4 | | | | 4,690 6.3 | | | | | | | | | | 6,560 8.8 | | |
| | | SHARE OF AUDIENCE % | 30 | 8.2* | | | 29* | | | | | | | | | | 18 | | |
| | | AVG. AUD. BY 1/4 HR. % | 8.2 | 8.2 | 8.5 | | 8.7 | 6.3 | 6.2 | | | | | | | | 8.3 | | 9.3 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | 6,110 8.2 | | 3,870 5.2 | | | | | | | | | | | 10,800 14.5 | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 5,070 6.8 | | 3,280 4.4 | | | | | | | | | | | 9,540 12.8 | | |
| | SHARE OF AUDIENCE % | | | 25* | | 14 | | | | | | | | | | | 26 | | |
| | AVG. AUD. BY 1/4 HR. % | 6.8 | 7.0 | 6.4 | | 7.1 | 4.2 | 4.6 | | | | | | | | | 12.5 | | 13.0 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 6,930 9.3 | | | | | | | | | | | | | | | 10,060 13.5 | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,290 7.1 | | | | | | | | | | | | | | | 8,640 11.6 | | |
| | SHARE OF AUDIENCE % | 25 | 6.5* | | | 26* | | | | | | | | | | | 23 | | |
| | AVG. AUD. BY 1/4 HR. % | 6.2 | 6.9 | 7.6 | | 7.7 | | | | | | | | | | | 11.3 | | 12.0 |
| TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | | 26.7 | 28.1 | 28.7 | 30.0 | 29.4 | 30.1 | 30.4 | 32.1 | 33.7 | 35.6 | 37.4 | 39.9 | 43.8 | 45.9 | 46.9 | 48.6 | | |
| WK 2 | | 26.9 | 28.9 | 29.3 | 30.7 | 30.8 | 32.1 | 32.0 | 33.4 | 35.3 | 37.2 | 38.5 | 41.3 | 44.3 | 46.5 | 48.0 | 50.0 | | |
| U.S. TV Households: 74,500,000 | | * Half-hour ratings (for immediately preceding and subject quarter-hours). | | | | | | | | | | | | | | | | | |
| A-23 (1) "NBC NEWS UPDATE". (SUS.) | | (R) Repeat see page B | | | | | | | | | | | | | | | | | |

U.S. TV Households: 74,500,000

A-23 (1) "NBC NEWS UPDATE", (SUS.).

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. OCT. 23-27, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 21, 1978

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|---|------|------|------|------|--------------|------|--------------|------|--------------|------|---------------|------|---------------|-------|--------------|-------|-------|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,430 4.6 | | 5,140 6.9 | | 7,230 9.7 | | 6,850 9.2 | | 4,690 6.3 | | 5,660 7.6 | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,680 3.6 | | 4,170 5.6 | | 6,180 8.3 | | 5,960 8.0 | | 3,730 5.0 | | 4,770 6.4 | | |
| SHARE OF AUDIENCE % | | | | | 31 | | 31 | | 38 | | 35 | | 21 | | 26 | | |
| AVG. AUD. BY 1/4 HR. % | | | | | 3.1 | 4.0 | 5.1 | 6.1 | 7.7 | 8.9 | 8.5 | 7.5 | 5.2 | 4.7 | 6.2 | 6.6 | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,650 4.9 | | 6,030 8.1 | | 6,260 8.4 | | 7,600 10.2 | | 8,200 11.0 | | 7,080 9.5 | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,530 3.4 | | 4,920 6.6 | | 5,220 7.0 | | 6,330 8.5 | | 7,230 9.7 | | 6,110 8.2 | | |
| SHARE OF AUDIENCE % | | | | | 27 | | 36 | | 32 | | 36 | | 41 | | 34 | | |
| AVG. AUD. BY 1/4 HR. % | | | | | 2.6 | 4.3 | 6.2 | 7.0 | 6.8 | 7.2 | 8.4 | 8.6 | 9.7 | 9.8 | 8.7 | 7.7 | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 2,460 3.3 | | 2,910 3.9 | | 3,280 4.4 | | 3,350 4.5 | | 4,840 6.5 | | 5,070 6.8 | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,710 2.3 | | 2,310 3.1 | | 2,680 3.6 | | 2,910 3.9 | | 4,020 5.4 | | 4,020 5.4 | | |
| SHARE OF AUDIENCE % | | | | | 21 | | 18 | | 17 | | 17 | | 24 | | 23 | | |
| AVG. AUD. BY 1/4 HR. % | | | | | 2.0 | 2.7 | 2.9 | 3.4 | 4.1 | 3.1 | 3.4 | 4.3 | 5.4 | 5.4 | 5.2 | 5.7 | |

| | | | | | | | | | | | | | | | | | |
|---|-------------|-----|-----|-----|--------------|------|--------------|------|--------------|------|---------------|------|---------------|------|---------------|------|--|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,430 4.6 | | 5,890 7.9 | | 6,930 9.3 | | 7,150 9.6 | | 5,890 7.9 | | 7,820 10.5 | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,760 3.7 | | 4,540 6.1 | | 5,740 7.7 | | 6,110 8.2 | | 5,070 6.8 | | 6,630 8.9 | | |
| SHARE OF AUDIENCE % | | | | | 30 | | 35 | | 35 | | 34 | | 26 | | 33 | | |
| AVG. AUD. BY 1/4 HR. % | | | | | 3.2 | 4.2 | 5.6 | 6.7 | 7.0 | 8.4 | 8.7 | 7.7 | 6.1 | 7.5 | 8.7 | 9.1 | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,500 4.7 | | 5,890 7.9 | | 7,080 9.5 | | 8,270 11.1 | | 9,010 12.1 | | 8,200 11.0 | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,830 3.8 | | 4,470 6.0 | | 5,740 7.7 | | 7,000 9.4 | | 7,670 10.3 | | 6,780 9.1 | | |
| SHARE OF AUDIENCE % | | | | | 29 | | 34 | | 35 | | 37 | | 39 | | 34 | | |
| AVG. AUD. BY 1/4 HR. % | | | | | 3.4 | 4.3 | 5.8 | 6.1 | 7.0 | 8.4 | 9.1 | 9.7 | 10.2 | 10.4 | 9.3 | 8.8 | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 1,710 2.3 | | 2,380 3.2 | | 3,280 4.4 | | 3,650 4.9 | | 5,360 7.2 | | 4,540 6.1 | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,340 1.8 | | 2,010 2.7 | | 2,380 3.2 | | 3,200 4.3 | | 4,400 5.9 | | 3,730 5.0 | | |
| SHARE OF AUDIENCE % | | | | | 16 | | 16 | | 15 | | 18 | | 23 | | 19 | | |
| AVG. AUD. BY 1/4 HR. % | | | | | 1.6 | 2.0 | 2.5 | 2.8 | 3.3 | 3.1 | 3.9 | 4.7 | 5.9 | 5.8 | 4.8 | 5.2 | |
| TV HOUSEHOLDS USING TV | WK 1 | 3.5 | 4.2 | 5.6 | 8.4 | 11.2 | 14.3 | 17.3 | 19.7 | 21.9 | 22.5 | 23.0 | 23.6 | 23.6 | 23.6 | 23.9 | |
| (See Def. 1) | WK 2 | 4.2 | 5.6 | 7.0 | 9.4 | 11.9 | 14.2 | 17.0 | 18.9 | 20.7 | 23.1 | 24.6 | 25.6 | 26.2 | 27.2 | 26.8 | |

U.S. TV Households: 74,500,000

A-25

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 21, 1978

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|---|-------------------------------|-------|-------------------------------|-------|--|-------|----------------------------------|----------------|--|--------------|--------------|--------------|----------------|------|---------------|------|--------------|
| TOTAL AUDIENCE (Households (000) & %) | 6,030 8.1 | | 5,510 7.4 | | 4,840 6.5 | | 3,050 4.1 | 15,720 21.1 | | | | | | | | | |
| ABC TV | Scooby's All-Stars III | (OP) | All New Pink Panther | (OP) | ABC Weekend Specials "THE RAG TAG CHAMPS" Pt. II | (1) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,140 6.9 | | 4,320 5.8 | | 3,730 5.0 | | 3,350 4.5 | 7,080 9.5 | | | | | | | | | |
| SHARE OF AUDIENCE % | 27 | | 27 | | 18 | | 19 | 37 | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 6.9 | 7.0 | 5.4 | 6.2 | 5.1 | 5.0 | 4.5 | 5.5 | 7.9 | 8.2* 32 * | | | 9.6* 38 * | | 10.1* 39 * | | 9.9* 37 * |
| TOTAL AUDIENCE (Households (000) & %) | 7,820 10.5 | | 7,600 10.2 | | 6,480 8.7 | | 6,410 8.6 | | 4,100 5.5 | | | 2,910 3.9 | | | | | |
| CBS TV | Tarzan & the Super Seven 2 | (OP) | Tarzan & the Super Seven 3 | (OP) | Space Academy | (OP) | Fat Albert and the Cosby Kids | (OP) | Ark II | (OP) | 30 Minutes | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,480 8.7 | | 6,410 8.6 | | 5,660 7.6 | | 5,510 7.4 | | 3,500 4.7 | | 2,460 3.3 | | | | | | |
| SHARE OF AUDIENCE % | 37 | | 36 | | 30 | | 30 | | 18 | | 12 | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 8.6 | 8.8 | 8.5 | 8.6 | 8.0 | 7.3 | 7.4 | 7.3 | 4.6 | 4.8 | 3.5 | 3.0 | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,100 5.5 | | 3,800 5.1 | | 4,250 5.7 | | 5,070 6.8 | | | | | | | | | | |
| NBC TV | Krofft Superstar I | | Krofft Superstar II (OP) | | Fabulous Funnies | | Baggy Pants & the Nitwits | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,350 4.5 | | 3,200 4.3 | | 3,430 4.6 | | 4,170 5.6 | | | | | | | | | | |
| SHARE OF AUDIENCE % | 19 | | 18 | | 19 | | 23 | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 4.7 | 4.4 | 4.4 | 4.2 | 4.3 | 5.0 | 5.6 | 5.6 | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 8,420 11.3 | | 5,810 7.8 | | 5,590 7.5 | | 6,330 8.5 | | | | | 5,070 6.8 | 15,940 21.4 | | | | |
| ABC TV | Scooby's All-Stars III | (OP) | All New Pink Panther | (OP) | ABC Weekend Specials "THE S1000 BILL" | | American Bandstand '78 | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,850 9.2 | | 4,840 6.5 | | 4,540 6.1 | | 4,020 5.4 | | | | | | | | | | |
| SHARE OF AUDIENCE % | 37 | | 30 | | 25 | | 22 | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 9.7 | 8.7 | 6.5 | 6.5 | 6.0 | 6.2 | 5.5 | 5.4* | 5.4* | 5.4* | 22 * | 26 | 6.6 | 10.8 | 9.9* | 38 * | 10.4* |
| TOTAL AUDIENCE (Households (000) & %) | 7,670 10.3 | | 6,630 8.9 | | 6,110 8.2 | | 5,960 8.0 | | 6,630 8.9 | | | | | | | | |
| CBS TV | Tarzan & the Super Seven 2 | (OP) | Tarzan & the Super Seven 3 | (OP) | Space Academy | (OP) | Fat Albert and the Cosby Kids | (OP) | Famous Classic Tales "BLACK BEAUTY" (1:00-2:00PM) | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,180 8.3 | | 5,890 7.9 | | 4,840 6.5 | | 5,140 6.9 | | 4,470 6.0 | | | | | | | | |
| SHARE OF AUDIENCE % | 33 | | 32 | | 27 | | 27 | | 24 | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 8.9 | 7.8 | 7.7 | 8.1 | 6.7 | 6.3 | 6.8 | 7.1 | 5.9* | 5.8 | 6.1 | 6.1* | 23 * | 10.4 | 10.5 | 10.2 | 10.4* |
| TOTAL AUDIENCE (Households (000) & %) | 3,500 4.7 | | 4,400 5.9 | | 4,990 6.7 | | 4,250 5.7 | | | | | | | | | | |
| NBC TV | Krofft Superstar I | | Krofft Superstar II (OP) | | Fabulous Funnies | | Baggy Pants & the Nitwits | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,830 3.8 | | 3,580 4.8 | | 4,020 5.4 | | 3,870 5.2 | | | | | | | | | | |
| SHARE OF AUDIENCE % | 15 | | 19 | | 22 | | 21 | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 3.7 | 3.9 | 4.7 | 5.0 | 5.3 | 5.6 | 5.1 | 5.2 | | | | | | | | | |
| HOUSEHOLDS USING TV WK 1 (See Def. 1) | 23.6 | 23.7 | 23.3 | 24.4 | 24.9 | 25.0 | 25.2 | 24.9 | 25.2 | 26.1 | 26.2 | 27.3 | 27.0 | 27.2 | 27.3 | 27.5 | 27.5 |
| HOUSEHOLDS USING TV WK 2 | 25.5 | 24.3 | 25.0 | 25.1 | 24.3 | 24.3 | 25.3 | 25.3 | 25.2 | 25.3 | 25.4 | 26.6 | 26.9 | 27.5 | 27.8 | 27.4 | 27.4 |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 A-27 * VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NCAA FOOTBALL PRE GAME", ABC, (1:30-12:43PM).
 (1) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:44PM).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 21, 1978

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 |
|--|---|------|---------------|------|------|------------------|---------------------|---------------|---------------------|--------------------|---------------------|---------------|---------------------|---------------|---------------------|---------------|------------------|------------------|
| W E E K 1 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 6,850 9.2 | 19,220 25.8 | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,930 | 7,450 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 10.7* 42 * | | | 9.3 38 | 10.0 31 | 9.6* 37 * | | 10.2* 37 * | | 11.3* 37 * | | 10.0* 32 * | | 9.7* 27 * | | 9.3* 24 * |
| W E E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | 10.6 | 10.8 | 11.0 | | 9.3 | 9.5 | 9.8 | 9.9 | 10.5 | 11.2 | 11.4 | 10.6 | 9.5 | | 9.8 | 9.8 | 8.9 |
| W E E K 3 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,000 9.4 | | | | | | | | 7,900 10.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,130 | | | | | | | | 6,780 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | 4.2 14 3.1 | 3.3* 12 * 3.5 | | 4.4* 14 * 4.3 | | 5.1* 16 * 5.5 | | | 9.1 22 8.7 |
| W E E K 4 | NBC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | 5,140 6.9 | | | | | | | | | | | | 6,480 8.7 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,680 | | | | | | | | | | | | 5,590 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 3.6 13 3.0 | 3.1* 12 * 3.1 | | 3.5* 13 * 3.6 | | 4.1* 13 * 4.4 | | | | | | | 7.5 18 7.3 |
| W E E K 5 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 9,690 13.0 | 15,650 21.0 | | | | | | | 4,620 6.2 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 7,900 | 8,940 | | | | | | | 3,800 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | 10.2 | 10.2* 36 * | 10.1 | 11.4 | 11.5* 37 * | 12.4 | 12.6* 40 * | 12.5 | 10.6 32 10.6 | 12.0 32 10.2 | 10.7* 32 * | | 12.8* 35 * | | 12.7* 31 * | 5.1 11 5.1 | 5.1 |
| W E E K 6 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 8,200 11.0 | | | | | | | | 8,120 10.9 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,430 | | | | | | | | 6,850 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | 4.6 14 3.9 | 4.1* 13 * 4.2 | | 5.1* 15 * 5.3 | | 4.8* 13 * 4.9 | | 9.2 20 8.9 | 9.4 |
| W E E K 7 | NBC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 5,360 7.2 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 4,400 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 5.9 13 5.7 |
| TV HOUSEHOLDS USING TV WK 1 | | 26.5 | 25.8 | 25.7 | 25.4 | 26.3 | 26.9 | 27.1 | 28.7 | 30.8 | 32.1 | 32.7 | 34.3 | 37.5 | 39.0 | 40.0 | 41.3 | |
| (See Def. 1) | | 27.9 | 29.2 | 30.4 | 31.0 | 31.3 | 31.8 | 32.6 | 33.6 | 32.9 | 34.5 | 35.6 | 37.3 | 40.1 | 41.9 | 44.9 | 46.5 | |
| U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). | | | | | | | | | | | | | | | | | | |
| (1) For Reating Ratings, See Of Pages | | | | | | | | | | | | | | | | | | |
| (2) "NCAA FOOTBALL POST GAME", ABC, (3:30-4:00PM). | | | | | | | | | | | | | | | | | | |
| (3) "NCAA FOOTBALL POST GAME", ABC, (4:30-5:00PM). | | | | | | | | | | | | | | | | | | |

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 22, 1978

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|-----------------------------|---|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|---|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 2,910 3.9 |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | Kids Are People Too I (SUS.) 2,460 3.3 15 3.2 Kids Are People Too II 3.4 |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | 3.5 | 4.4 | 5.4 | 6.2 | 7.3 | 8.4 | 10.6 | 12.3 | 13.8 | 15.2 | 16.9 | 18.3 | 20.3 | 21.6 | 21.6 | 22.3 | |
| (See Def. 1) | | 5.5 | 6.6 | 8.2 | 10.5 | 12.1 | 14.3 | 16.0 | 17.6 | 19.5 | 20.6 | 21.0 | 21.8 | 21.8 | 23.8 | 24.7 | 24.8 | |

A-31

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 22, 1978

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|---|--------------|-------|--------------|-------|--------------|-------|--------------|-------|----------------|------|----------------|------|------|------|------|------|------|
| W | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | |
| K | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,350 4.5 | | 2,460 3.3 | | 2,240 3.0 | | 2,240 3.0 | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,910 3.9 | | | | 7,300 9.8 | | 22,420 30.1 | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,050 4.1 | | 4,100 5.5 | | 12,890 17.3 | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,430 4.6 | | 2,610 3.5 | | 2,380 3.2 | | 2,830 3.8 | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 3,870 5.2 | | | | | | 7,600 10.2 | | 22,950 30.8 | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 2,760 3.7 | | 2,980 4.0 | | 15,720 21.1 | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | 21.9 | 22.2 | 22.1 | 21.8 | 21.4 | 22.8 | 23.6 | 25.6 | 27.5 | 30.7 | 32.6 | 33.7 | 34.0 | 33.9 | 34.5 | 35.4 | |
| WK 2 | 24.7 | 24.0 | 23.4 | 24.4 | 24.7 | 25.6 | 25.7 | 27.0 | 30.1 | 32.9 | 34.7 | 36.0 | 36.7 | 37.2 | 36.9 | 37.0 | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 A-33 VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 22, 1978

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | | | | | | | | | | | | | | | | | |
|--|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| W | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WK 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| U.S. TV Households: 74,500,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| * Half-hour ratings (for immediately preceding and subject quarter-hours). | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| † VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (1) FOR REMAINING RATINGS, SEE OTHER PAGES. (2) "CBS NFL FOOTBALL POST (B)". CBS, (3:57-4:05PM). (3) "CBS NFL FOOTBALL POST (B)". CBS, (4:17-4:30PM). (4) "NFL FOOTBALL POST 2-NBC". NBC, (6:54-7:00PM). | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | |
|---|---------------|---------------|----------------------------|--------------|-----------------------|------|------------------|-----|---------|---------------------|-----------------------|-----|------------------|------|---------|---------------------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % |
| EVENING MONDAY | | | | | | | | | | | | | | | | |
| ABC | 9.00-11.54PM | | NFL MONDAY NIGHT FOOTBALL | 11.00 | FOR RTGS SEE PAGE A-2 | | | | | 19.2 | FOR RTGS SEE PAGE A-3 | | | | | 23.3 |
| | 9.00-11.53PM | | | 11.15 | | | 18.7* | 36* | | 18.2 | | | 23.1* | 42* | | 23.0 |
| | | | | 11.30 | | | | | | 18.9 | | | | | | 22.8 |
| | | | | 11.45 | | | 18.6* | 42* | | 18.1 | | | 22.7* | 48* | | 22.5 |
| CBS | 11.30-12.00MD | | CBS NEWS SPECIAL REPORT(S) | 11.30 | 7,300 | 9.8 | 6,110 | 8.2 | 23 | 8.8 | | | | | | |
| | | | | 11.45 | | | | | | 7.5 | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | |
| ABC | 10.30-11.30PM | | STARKY AND HUTCH | 11.00 | | | | | | | FOR RTGS SEE PAGE A-5 | | | | | 18.4 |
| | | | | 11.15 | | | | | | | | | 17.6* | 34* | | 16.9 |
| ABC | 11.30-12.41AM | | TUESDAY MOVIE OF THE WEEK | 11.30 | 6,410 | 8.6 | 4,020 | 5.4 | 20 | 6.1 | | | | | | |
| | 12.00- 1.11AM | | | 11.45 | | | 5.8* | 18* | | 5.5 | | | | | | |
| | | | | 12.00 | | | | | | 5.2 | 5,740 | 7.7 | 3,870 | 5.2 | 27 | 5.9 |
| | | | | 12.15 | | | 5.1* | 21* | | 5.0 | | | 5.7* | 25* | | 5.5 |
| | | | | 12.30 | | | | | | 4.9 | | | | | | 5.2 |
| | | | | 12.45 | | | | | | | | | 5.1* | 30* | | 5.0 |
| | | | | 1.00 | | | | | | | | | | | | 4.2 |
| ABC | 12.41- 1.09AM | | TUESDAY MOVIE-WEEK PART2 | 12.30 | 3,950 | 5.3 | 3,200 | 4.3 | 26 | 4.8 | | | | | | |
| | 1.11- 1.40AM | | | 12.45 | | | | | | 4.5 | | | | | | |
| | | | | 1.00 | | | | | | 3.7 | 3,280 | 4.4 | 2,830 | 3.8 | 31 | 4.2 |
| | | | | 1.15 | | | | | | | | | | | | 3.9 |
| CBS | 8.00-11.00PM | | CBS TUESDAY NIGHT MOVIES | 1.30 | | | | | | | | | | | | 3.4 |
| | | | | 11.00 | | | | | | | FOR RTGS SEE PAGE A-5 | | | | | 16.2 |
| NBC | 8.15-11.24PM | | WORLD SERIES GAME #6(S) | 11.15 | | | | | | | | | | | | |
| | | | | 11.00 | FOR RTGS SEE PAGE A-4 | | | | | 39.1 | | | 15.7* | 30* | | 15.2 |
| NBC | 9.00-11.00PM | | BIG EVENT-TUE. | 11.15 | | | 36.3* | 62* | | 31.5 | | | | | | |
| | | | | 11.00 | | | | | | | FOR RTGS SEE PAGE A-5 | | | | | 16.4 |
| | | | | 11.15 | | | | | | | | | 16.1* | 31* | | 15.8 |
| | | | | 11.30 | | | | | | | | | | | | 13.3 |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | |
| ABC | 11.30-12.37AM | | POLICE WOMAN | 11.30 | 8,420 | 11.3 | 6,180 | 8.3 | 29 | 9.1 | | | | | | |
| | 11.30-12.36AM | | | 11.45 | | | 9.1* | 27* | | 9.0 | 6,480 | 8.7 | 4,690 | 6.3 | 25 | 6.9 |
| | | | | 12.00 | | | | | | 8.3 | | | | 6.8* | 23* | 6.6 |
| | | | | 12.15 | | | 8.0* | 33* | | 7.7 | | | | 6.0* | 26* | 6.2 |
| | | | | 12.30 | | | | | | 6.8 | | | | | | 5.9 |
| ABC | 12.37- 1.20AM | | SWAT-WED | 12.30 | 4,020 | 5.4 | 3,430 | 4.6 | 28 | 5.2 | | | | | | 5.4 |
| | 12.36- 1.11AM | | | 12.45 | | | 4.9* | 28* | | 4.7 | 3,430 | 4.6 | 2,980 | 4.0 | 26 | 4.1 |
| | | | | 1.00 | | | | | | 4.3 | | | | 4.0* | 24* | 4.0 |
| | | | | 1.15 | | | 4.2* | 29* | | 4.1 | | | | | | 3.8 |
| CBS | 9.00-11.30PM | | CBS WEDNESDAY NIGHT MOVIE | 11.00 | FOR RTGS SEE PAGE A-6 | | | | | 16.7 | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | |
| A-37 U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. | | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR | WEEK 1 | | | | | | | WEEK 2 | | | | | | |
|--|---------------------|------|---------------------|------|-------|---------------------------|-------|---------------------|------|--------------------------|-------|-------|---------------------------|---|
| | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | |
| | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE | % | % | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE | % | % |
| EVENING WEDNESDAY CONT'D | | | | | | | | | | | | | | |
| CBS 9.00-11.30PM CBS WEDNESDAY NIGHT MOV-CONT'D | | | | | | | 16.4* | 35* | 16.1 | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | |
| ABC 8.30-11.31PM NFL FOOTBALL SPECIAL(S) | | | | | | | | | | FOR RTGS SEE PAGE A-9 | | | 25.0 | |
| | | | | | | | | | | | 23.9* | 44* | 22.8 | |
| ABC 11.30-12.38AM STARKY AND HUTCH-11:30 | | | | | | | | | | | | | 20.5 | |
| 12.02- 1.10AM | 6,850 | 9.2 | 4,470 | 6.0 | 22 | 7.0 | | | | | | | | |
| | | | | 6.4* | 20* | 5.9 | | | | | | | | |
| | | | | | | 5.7 | | 6,330 | 8.5 | 4,470 | 6.0 | 28 | 6.3 | |
| | | | | 5.8* | 24* | 5.9 | | | | | 6.4* | 24* | 6.4 | |
| | | | | | | 5.2 | | | | | | | 6.2 | |
| | | | | | | | | | | | 6.0* | 31* | 5.9 | |
| ABC 12.38- 1.22AM SWAT-THUR | | | | | | | | | | | | | 5.1 | |
| 1.10- 2.00AM | | | | | | | | | | | | | | |
| | 3,350 | 4.5 | 2,760 | 3.7 | 23 | 4.2 | | | | | | | | |
| | | | | 3.8* | 21* | 3.6 | | | | | | | | |
| | | | | | | 3.7 | | 2,980 | 4.0 | 2,380 | 3.2 | 27 | 3.5 | |
| | | | | 3.7* | 25* | 3.7 | | | | | 3.3* | 25* | 3.2 | |
| | | | | | | | | | | | | | 3.1 | |
| | | | | | | | | | | | 3.1* | 30* | 3.1 | |
| EVENING FRIDAY | | | | | | | | | | | | | | |
| ABC 11.30-12.35AM BARETTA-11:30PM | | | | | | | | | | | | | | |
| 12.00- 1.04AM | | | | | | | | | | | | | | |
| | 6,480 | 8.7 | 4,250 | 5.7 | 19 | 6.1 | | | | | | | | |
| | | | | 5.9* | 18* | 5.6 | | | | | | | | |
| | | | | | | 5.6 | | 5,290 | 7.1 | 3,430 | 4.6 | 18 | 4.7 | |
| | | | | 5.7* | 20* | 5.8 | | | | | 4.6* | 16* | 4.5 | |
| | | | | | | 4.8 | | | | | | | 4.6 | |
| | | | | | | | | | | | 4.8* | 20* | 4.9 | |
| CBS 11.30- 1.30AM NBA BASKETBALL GAME(S) | | | | | | | | | | | | | 4.1 | |
| | | | | | | | | | | | | | | |
| | | | | | | | | 6,780 | 9.1 | 3,130 | 4.2 | 16 | 6.1 | |
| | | | | | | | | | | | 5.7* | 17* | 5.2 | |
| | | | | | | | | | | | | | 4.3 | |
| | | | | | | | | | | | 4.2* | 15* | 4.1 | |
| | | | | | | | | | | | | | 3.8 | |
| | | | | | | | | | | | 3.7* | 16* | 3.5 | |
| NBC 1.00- 2.30AM MIDNIGHT SPECIAL | | | | | | | | | | | | | 3.5 | |
| | | | | | | | | | | | | | 3.1 | |
| | 5,740 | 7.7 | 3,350 | 4.5 | 29 | 5.1 | | 5,070 | 6.8 | 2,760 | 3.3* | 17* | 4.5 | |
| | | | | 5.1* | 26* | 5.1 | | | | | 3.7 | 24 | 4.1 | |
| | | | | | | 4.5 | | | | | 4.3* | 23* | 4.1 | |
| | | | | 4.4* | 30* | 4.3 | | | | | | | 4.1 | |
| | | | | | | 4.1 | | | | | 3.9* | 25* | 3.7 | |
| | | | | 4.0* | 34* | 4.0 | | | | | | | 3.1 | |
| | | | | | | | | | | | 2.8* | 24* | 2.5 | |
| EVENING SATURDAY | | | | | | | | | | | | | | |
| ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT. | | | | | | | | | | | | | | |
| ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | |
| CBS 8.58- 8.59PM NEWSBREAK-SAT. | | | | | | | | | | | | | | |
| | 12,220 | 16.4 | 12,220 | 16.4 | 30 | 16.4 | | 15,420 | 20.7 | 15,420 | 20.7 | 37 | 20.7 | |
| | 4,990 | 6.7 | 4,620 | 6.2 | 14 | 6.2 | | 6,480 | 8.7 | 6,180 | 8.3 | 18 | 8.3 | |
| | 8,050 | 10.8 | 8,050 | 10.8 | 20 | 10.8 | | 9,240 | 12.4 | 9,240 | 12.4 | 23 | 12.4 | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | WEEK 2 | | | | | | | |
|-------------------------|---------|---------------|------------------------------|--------------|------------------------|------|------------------|--------|---------------------|----------------|------------------------|------------------|------------------|---------------------|---------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY 1/4 HR | |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % |
| EVENING SATURDAY CONT'D | | | | | | | | | | | | | | | |
| | | 8.59- 9.00PM | | | | | | | | | | | | | |
| NBC | | 8.58- 8.59PM | NBC NEWS UPDATE-SAT. | 8.45 | 13,780 | 18.5 | 13,780 | 18.5 | 35 | 18.5 | 11,320 | 15.2 | 11,320 | 15.2 | 27 |
| | | 9.02- 9.03PM | | 9.00 | | | | | | | | | | | 15.2 |
| NBC | | 11.30-12.52AM | SATURDAY NIGHT | 11.30 | 13,340 | 17.9 | 8,720 | 11.7 | 38 | 12.7 | | | | | |
| | | | | 11.45 | | | | 13.0* | 37* | 13.4 | | | | | |
| | | | | 12.00 | | | | | | 12.6 | | | | | |
| | | | | 12.15 | | | | 11.6* | 39* | 10.7 | | | | | |
| | | | | 12.30 | | | | | | 10.1 | | | | | |
| | | | | 12.45 | | | | 9.8* | 38* | 9.3 | | | | | |
| NBC | | 11.30-12.50AM | THINGS WE DID LAST SUMMER(S) | 11.30 | | | | | | | 14,010 | 18.8 | 8,640 | 11.6 | 35 |
| | | | | 11.45 | | | | | | | | | | 13.5* | 37* |
| | | | | 12.00 | | | | | | | | | | | 12.6 |
| | | | | 12.15 | | | | | | | | | | 11.3* | 35* |
| | | | | 12.30 | | | | | | | | | | | 10.5 |
| | | | | 12.45 | | | | | | | | | | 9.3* | 33* |
| | | | | | | | | | | | | | | | 9.0 |
| EVENING SUNDAY | | | | | | | | | | | | | | | |
| ABC | | 8.58- 8.59PM | ABC NEWSBRIEF-SUN. | 8.45 | 14,160 | 19.0 | 14,160 | 19.0 | 28 | 19.0 | 14,680 | 19.7 | 14,680 | 19.7 | 29 |
| ABC | | 9.00-11.18PM | ABC SUNDAY NIGHT MOVIE | 11.15 | FOR RTGS SEE PAGE A-14 | | | | | 17.5 | | | | | 19.7 |
| | | | | | | | | | | | | | | | |
| CBS | | 9.33- 9.34PM | NEWSBREAK-SUN. | 8.45 | | | | | | | | | | | |
| | | 8.58- 8.59PM | | 9.30 | 17,580 | 23.6 | 17,580 | 23.6 | 34 | 23.6 | 15,720 | 21.1 | 15,720 | 21.1 | 31 |
| NBC | | 7.10- 8.10PM | WONDERFUL WORLD OF DISNEY | 8.00 | FOR RTGS SEE PAGE A-14 | | | | | 21.6 | | | | | 21.1 |
| NBC | | 8.10-10.10PM | BIG EVENT | 10.00 | FOR RTGS SEE PAGE A-14 | | | | | 19.1 | | | | | |
| NBC | | 9.14- 9.15PM | NBC NEWS UPDATE-SUN. | 9.00 | 13,930 | 18.7 | 13,930 | 18.7 | 28 | 18.7 | 15,270 | 20.5 | 15,270 | 20.5 | 31 |
| NBC | | 11.40- 1.45AM | NBC LATE NIGHT MOVIE | 12.45 | FOR RTGS SEE PAGE A-16 | | | 1.8* | 11* | 1.7 | FOR RTGS SEE PAGE A-17 | | | 1.9* | 12* |
| | | 11.30- 1.35AM | | 1.00 | | | | | | 1.5 | | | | | 1.9 |
| | | | | 1.15 | | | | 1.5* | 11* | 1.6 | | | | 1.8* | 15* |
| | | | | 1.30 | | | | | | 1.8 | | | | | 1.8 |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | |
| ABC | | 9.58- 9.59PM | ABC NEWSBRIEF-M-F | M-F 8.15 | | | | | | | | | | | |
| | | 8.58- 8.59PM | | 8.45 | 13,110 | 17.6 | 13,110 | 17.6 | 28 | 14.9 | 13,710 | 18.4 | 13,710 | 18.4 | 29 |
| | | | | 9.45 | | | | | | 19.4 | | | | | 16.0 |
| CBS | | 8.58- 8.59PM | NEWSBREAK-M-F | M-F 8.45 | 10,360 | 13.9 | 10,360 | 13.9 | 22 | 13.9 | 12,670 | 17.0 | 12,670 | 17.0 | 27 |
| CBS | | 1.12- 1.49AM | LATE MOVIE II | M-F 12.00 | 4,320 | 5.8 | 3,500 | 4.7 | 28 | 7.0 | 4,100 | 5.5 | 3,280 | 4.4 | 28 |
| | | 12.42- 1.25AM | | M-TH 12.15 | | | | 6.4* | 26* | 6.0 | | | | 6.6* | 27* |
| | | | | 12.30 | | | | | | 5.1 | | | | | 7.4 |
| | | | | 12.45 | | | | 5.8* | 31* | 4.8 | | | | 5.0* | 26* |
| | | | | 1.00 | | | | | | 4.5 | | | | | 4.8 |
| | | | | 1.15 | | | | 4.3* | 25* | 4.2 | | | | 4.4* | 32* |
| | | | | 1.30 | | | | | | 4.2 | | | | | 3.9 |
| | | | | 1.45 | | | | 3.9* | 34* | 4.3 | | | | 2.6* | 25* |
| NBC | | 8.58- 8.59PM | NBC NEWS UPDATE-M-F | M-F 8.00 | 12,670 | 17.0 | 12,670 | 17.0 | 27 | 20.6 | | | | | 2.5 |
| | | CONT'D | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | WEEK 2 | | | | | | | | |
|------------------------------|---------|---------------|----------------------------|--|---------------------------|------|------------------|--------|----------------------|---------------------------------|---------------------------|------------------|----------------|---------------------|---------------------|---------------------------------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY 1/4 HR | | |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | | SHARE % | HOUSEHOLDS (000) | % | SHARE % | | | |
| EVENING MONDAY-FRIDAY CONT'D | | | | | | | | | | | | | | | | |
| NBC | 8.58- | 8.59PM | NBC NEWS UPDATE-M-F-CONT'D | 8.15 8.45 9.00 9.15 | | | | | 11.7 16.7 24.4 | 11,550 | 15.5 | 11,550 | 15.5 | 24 | 8.7 16.4 19.5 | |
| NBC | 11.30- | 12.45AM | TONIGHT SHOW | M-F 1.00 | FOR RTGS SEE PAGE A-16 | | | | 3.4 | FOR RTGS SEE PAGE A-17 | | | | | 3.0 | |
| NBC | 1.00- | 1.45AM | TOMORROW SHOW | M-TH 1.15 1.45 | FOR RTGS SEE PAGE A-16 | | 2.0* | 19* | 3.2 1.8 | FOR RTGS SEE PAGE A-17 | | 2.9* | 21* | 1.9* | 2.7 1.8 | |
| | | | | 2.00 2.15 | | | | | 1.7 | | | | | | 1.8 1.9 | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | |
| ABC | 1.19- | 1.24PM | PAPAL SELECTION I(S) | MON. 1.15 | 7,000 | 9.4 | 6,710 | 9.0 | 36 | 9.0 | | | | | | |
| ABC | 1.42- | 2.39PM | PAPAL SELECTION II(S) | MON. 1.30 1.45 2.00 2.15 2.30 | 8,870 | 11.9 | 6,480 | 8.7 | 32 | 8.5 8.3 8.9 8.8 8.7 | | | | | | |
| ABC | 4.30- | 5.30PM | ABC AFTERSCHOOL SPECIAL(S) | WED. 4.30 | | | | | | 8,490 | 11.4 | 4,920 | 6.6 | 19 | 6.6 | |
| | | | | | | | | | | | | | | | | |
| CBS | 11.54- | 12.00NN | CBS MID-DAY NEWS-EDWARDS | M-F 4.45 5.00 5.15 | | | | | | | | 6.1* | 18* | | 5.7 6.7 | |
| NBC | 4.00- | 5.00PM | SPECIAL TREAT(S) | TUE. 11.45 4.00 4.15 4.30 4.45 | 4,170 | 5.6 | 3,650 | 4.9 | 25 | 4.9 | 4,470 6,110 | 6.0 8.2 | 3,950 3,800 | 5.3 5.1 5.3* | 19* 25 17* | 7.3 5.3 5.3 4.8 5.1 |
| DAY SATURDAY | | | | | | | | | | | | | | | | |
| ABC | 8.26- | 8.29AM | SCHOOLHOUSE ROCK-8.26AM | 8.15 | 3,200 | 4.3 | 2,910 | 3.9 | 29 | 3.9 | 3,350 | 4.5 | 3,130 | 4.2 | 32 | 4.2 |
| ABC | 8.56- | 8.59AM | SCHOOLHOUSE ROCK-8.56AM | 8.45 | 4,920 | 6.6 | 4,620 | 6.2 | 32 | 6.2 | 5,070 | 6.8 | 4,690 | 6.3 | 34 | 6.3 |
| ABC | 9.56- | 9.59AM | SCHOOLHOUSE ROCK-9.56AM | 9.45 | 4,770 | 6.4 | 4,470 | 6.0 | 26 | 6.0 | 4,690 | 6.3 | 4,540 | 6.1 | 25 | 6.1 |
| ABC | 11.26- | 11.29AM | SCHOOLHOUSE ROCK-11.26AM | 11.15 | 5,070 | 6.8 | 4,920 | 6.6 | 25 | 6.6 | 6,180 | 8.3 | 5,960 | 8.0 | 32 | 8.0 |
| ABC | 11.56- | 11.59AM | SCHOOLHOUSE ROCK-11.56AM | 11.45 | 4,920 | 6.6 | 4,770 | 6.4 | 29 | 6.4 | 4,620 | 6.2 | 4,400 | 5.9 | 27 | 5.9 |
| ABC | 12.45- | 3.50PM | NCAA FOOTBALL GAME | 3.45 | FOR RTGS SEE PAGE A-26 | | | 10.7* | 43* | 9.9 | | | | | | |
| | 1.45- | 4.51PM | | 4.45 | | | | | | | | | | | | |
| CBS | 8.26- | 8.29AM | IN THE NEWS- 8.26AM | 8.15 | 4,020 | 5.4 | 3,730 | 5.0 | 35 | 5.0 | FOR RTGS SEE PAGE A-27 | | 12.4* | 38* | | 12.0 |
| CBS | 8.56- | 8.59AM | IN THE NEWS- 8.56AM | 8.45 | 5,660 | 7.6 | 5,140 | 6.9 | 35 | 6.9 | 3,730 | 5.0 | 3,430 | 4.6 | 33 | 4.6 |
| CBS | 9.26- | 9.29AM | IN THE NEWS- 9.26AM | 9.15 | 5,810 | 7.8 | 5,510 | 7.4 | 33 | 7.4 | 4,840 | 6.5 | 4,470 | 6.0 | 32 | 6.0 |
| CBS | 9.59- | 10.02AM | IN THE NEWS- 9.59AM | 9.45 10.00 | 7,150 | 9.6 | 6,930 | 9.3 | 39 | 9.2 9.4 | 6,710 8,420 | 9.0 11.3 | 6,260 7,670 | 8.4 10.3 | 36 40 | 8.4 10.3 10.4 |
| CBS | 10.26- | 10.29AM | IN THE NEWS-10.26AM | 10.15 | 7,380 | 9.9 | 7,000 | 9.4 | 40 | 9.4 | 7,820 | 10.5 | 7,300 | 9.8 | 36 | 9.8 |
| CBS | 11.33- | 11.36AM | IN THE NEWS-11.33AM | 11.30 | 6,630 | 8.9 | 6,480 | 8.7 | 37 | 8.7 | 5,960 | 8.0 | 5,590 | 7.5 | 30 | 7.5 |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | | WEEK 1 | | | | WEEK 2 | | | | | | | |
|---------------------|---------|---------------|--------------------------|--------------|------------------------|------------------------|------------------|-------|---------|---------------------|------------------------|-----|------------------|-------|---------|---------------------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % |
| DAY SATURDAY CONT'D | | | | | | | | | | | | | | | | |
| | CBS | 11.56-11.59AM | IN THE NEWS-11.56AM | 11.45 | 6,780 | 9.1 | 6,410 | 8.6 | 35 | 8.6 | 6,630 | 8.9 | 6,180 | 8.3 | 33 | 8.3 |
| | CBS | 12.26-12.29PM | IN THE NEWS-12.26PM | 12.15 | 5,220 | 7.0 | 4,920 | 6.6 | 26 | 6.6 | 4,690 | 6.3 | 4,320 | 5.8 | 24 | 5.8 |
| | CBS | 12.56-12.59PM | IN THE NEWS-12.56PM | 12.45 | 5,290 | 7.1 | 4,990 | 6.7 | 27 | 6.7 | 5,360 | 7.2 | 5,220 | 7.0 | 28 | 7.0 |
| | CBS | 1.26- 1.29PM | IN THE NEWS- 1.26PM | 1.15 | 3,800 | 5.1 | 3,280 | 4.4 | 17 | 4.4 | | | | | | |
| | NBC | 9.27- 9.29AM | METRIC MARVELS- 9:27AM | 9.15 | 2,380 | 3.2 | 2,310 | 3.1 | 14 | 3.1 | 2,460 | 3.3 | 2,380 | 3.2 | 14 | 3.2 |
| | NBC | 10.27-10.29AM | METRIC MARVELS-10:27AM | 10.15 | 4,320 | 5.8 | 4,100 | 5.5 | 24 | 5.5 | 4,400 | 5.9 | 4,320 | 5.8 | 22 | 5.8 |
| | NBC | 11.57-11.59AM | METRIC MARVELS- 1:57AM | 11.45 | 2,760 | 3.7 | 2,610 | 3.5 | 14 | 3.5 | 3,500 | 4.7 | 3,350 | 4.5 | 18 | 4.5 |
| DAY SUNDAY | | | | | | | | | | | | | | | | |
| | ABC | 11.55-11.59AM | SCHOOLHOUSE ROCK-11.55AM | 11.45 | 2,310 | 3.1 | 2,160 | 2.9 | 13 | 2.9 | 2,240 | 3.0 | 2,160 | 2.9 | 12 | 2.9 |
| | CBS | 9.26- 9.29AM | IN THE NEWS- 9.26AM-SUN. | 9.15 | | | | | | | 1,640 | 2.2 | 1,490 | 2.0 | 10 | 2.0 |
| | CBS | 9.56- 9.59AM | IN THE NEWS- 9.56AM-SUN. | 9.45 | | | | | | | 1,640 | 2.2 | 1,490 | 2.0 | 9 | 2.0 |
| | CBS | 1.00- 3.57PM | CBS NFL FOOTBALL GAME 1 | 3.45 | FOR RTGS SEE PAGE A-32 | | | 17.8* | 49* | 18.3 | | | | | | |
| | CBS | 4.17- 4.30PM | CBS NFL FOOTBALL POST(B) | 4.15 | | | | | | | 4,400 | 5.9 | 4,020 | 5.4 | 13 | 5.4 |
| | NBC | 4.00- 7.10PM | NFL FOOTBALL GAME 2-NBC | 6.45 | | | | | | | FOR RTGS SEE PAGE A-35 | | | 22.1* | 39* | 20.1 |
| 4.00- 6.54PM | | | | | 7.00 | FOR RTGS SEE PAGE A-34 | | | | 19.6 | | | | | | |

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE 2